



2019 EU Avature Conference

# Agenda

Bulgari Hotel, London | November 14 & 15

## THURSDAY, NOVEMBER 14

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07:30am  
9:00am



### Breakfast

09:00am  
9:30am



### Opening Remarks

09:30am  
10:10am

#### Strategic HR in Action

### Building an ATS for an ecosystem of companies: the Siemens journey of flexibility and agility

[Anna Botten](#), Global Talent Acquisition Consultant - Strategy & Technologies, [Siemens](#); [Johannes Nowarre](#), Senior Manager Global Talent Acquisition, [Siemens](#)

Siemens is undergoing a major organizational transformation. One of the biggest in its history. It's splitting the organization into companies that will operate independently from each other, empowering them with the freedom they need to respond faster to the markets in a rapidly changing world. For talent acquisition, the goal is to maintain one Avature ecosystem while enabling bespoke branding and workflows to meet the needs of individual businesses. Join Anna and Johannes to learn how Siemens is building an architecture to support their recruiting efforts globally across a constellation of companies.

10:10am  
10:50am

#### Strategic HR in Action

### Mondelēz Got Talent! — Igniting Avature CRM

[Jennifer Candee](#), Global Head of Talent Acquisition and Employer Brand, [Mondelez International](#)

Bringing a CRM into a large, international organization is a complex challenge in itself. "Start as you mean to go on," argues Jennifer Candee. The Global Head of Talent Acquisition and Employer Brand at Mondelez will be sharing the ins and outs of its engagement strategy, including first year results, and top tips for you moving forwards. Discover what set the 'Ignite Avature CRM' program apart and how the organization successfully achieved global platform adoption and ROI.

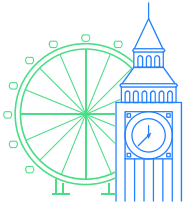
10:10am  
10:50am

#### Power User Track

### Going Mobile: Delivering Convenience with Avature Mobile Apps

[Camille Babaud](#), Implementation PM, Manager, [Avature](#); [Marco Vernaza](#), Implementation Consultant, [Avature](#)

We live in a mobile world in which we're continuously on the go. During this inaugural session on Mobile Apps, we'll be showcasing our portfolio of mobile app modules built specifically to meet the needs of a variety of busy stakeholders. We'll start by introducing you to the common functionalities across the apps, such as offline capabilities and integration with mobile device features.



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Next, we'll be introducing you to specific use cases for the main stakeholders of the app sharing insights on how Hiring Managers, Recruiters and Event Coordinators can benefit from each respective app. We'll put this knowledge into practice through live demos, immersing you in the mobile app experiences of each specific user so you leave with a deep understanding of how Avature Mobile Apps can be used to your advantage.

**10:10am**  
10:50am

### Technical Track

#### Activity Data Extraction at Avature

[Matias Di Tada](#), VP Product Engineering, [Avature](#); [Cristian Dujmovic](#), COO, [Avature](#)

In today's data-intensive world, companies are faced with the need to have information from disparate sources stored in one centralized location. Join Cristian Dujmovic and Matias Di Tada to discover how our latest innovative extraction tool enables you to feed the full log of activity and events happening in your instance to your data warehouse or BI platform for analytical purposes.

**10:50am**  
11:20am



### Coffee Break

**11:20am**  
12:00pm

### Strategic HR in Action

#### Ship it. How Avature and DPDHL Teamed up to Attract Blue Collar Workers

[Diana Bröking](#), Business Development, [Deutsche Post - DHL Group](#); [Mirjam Ferrari](#), Vice President Corporate HR Marketing & Recruiting, [Deutsche Post - DHL Group](#)

DPDHL's mission of connecting Germany to the world requires an army of blue collar workers. Finding a few in their motherland is tough enough, hiring them in mass is a challenge to behold. Hence why flexibility was the main thing they were looking for, and the Avature ATS is where they found it. Join Mirjam Ferrari and Diana Bröking to discover how they went from pilot to rollout in just 1 year, how a portal changed how their hiring managers and recruiters interact and what a candidate-focused solutions looks like.



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11:20am  
12:00pm

### Power User Track

#### Smartening Up: How Smart Automation Can Transform the Talent Acquisition Experience

[Magdalena Llavallol](#), Solutions Consultant, Manager, [Avature](#); [Maria Elena Chambers](#), Strategic Account Manager, [Avature](#)

In this session, you'll learn how to automate common processes to attract and engage top talent at scale and reduce operational tasks with Avature CRM. Not only does automation help you deliver a great candidate experience, but it frees up users time to focus on higher impact activities by eliminating manual work and minimizing human error. In addition to this, taking a head-on approach to the most prominent recruiting problems, we'll also be showing you how you can leverage automation capabilities within Avature to tackle day-to-day challenges that are inhibiting recruiters. so we'll be demonstrating how to reduce operational tasks with Avature ATS.

11:20am  
12:00pm

### Technical Track

#### Software Development Lifecycle

[Dimitri Boylan](#), CEO, [Avature](#); [Cristian Dujmovic](#), COO, [Avature](#); [Matias Lespiau](#), VP Development Management, [Avature](#)

Staying at the top in a world that is in constant flux requires technology that adapts and innovates at an equally fast pace. From day one at Avature, we knew an update once in a blue moon wouldn't cut it. Join Dimitri Boylan and Cristian Dujmovic to learn how Avature approaches software development, how we manage to issue updates every two weeks and how a customer-driven roadmap results in a platform and a company that understands what organizations need.

12:00pm  
12:40pm

### Strategic HR in Action

#### Supersonic Global Deployment Collaboration and Automation

[Carly Field](#), Senior Director Global Talent Acquisition, [BMC Software](#), Inc.; [Jen Corio](#), Recruitment Operations & Delivery Manager, [BMC Software, Inc.](#)

When BMC decided their legacy ATS was not cutting it anymore, their goals were incredibly ambitious. In line with their motto "Run and Reinvent", BMC fully migrated their recruiting data and processes to Avature, as well as revamping key elements of their TA strategy, in just 4 months. Join Carly Field and Jen Corio to learn how BMC kept internal stakeholders engaged during the implementation, how automation streamlined their approval process, and how Avature is helping them build a culture of global collaboration.



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12:00pm  
12:40pm

### Power User Track

#### Leveraging Avature Calendar to Run Scheduling Like Clockwork

[Magdalena Llavallol](#), Solutions Consultant, Manager, [Avature](#); [Joachim Scheitenberger](#), Customer Training Specialist, [Avature](#)

Scheduling can be time consuming and inefficient, leading to frustration for all stakeholders. Often there are too many calendars to manage and it feels like the back and forth between multiple parties will never end. Avature's calendar functionality has been developed with these recruiting scheduling challenges in mind, and in this session we will be sharing best practices for using the calendar, as well as different practical use cases.

Join this session to understand the differences between the unique elements in the Avature calendar, including events, schedules, time slots and tasks. We will also be demonstrating how to sync it with external calendars in order to truly leverage its capabilities. Finally, we will be explaining how interview scheduling processes can be enhanced in the platform using time-slot portals, stakeholder availability checking and SMS for interview scheduling.

12:00pm  
12:40pm

### Technical Track

#### AI in Action at Avature

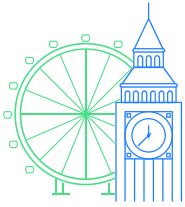
[Nicolas Bader](#), Product Marketing Generalist, Team Lead, [Avature](#); [Matias Di Tada](#), VP Product Engineering, [Avature](#)

In this session, we will discuss how AI can help you achieve real-world measurable outcomes by liberating your users from operational tasks. Join Matias Di Tada and Nicolas Bader to see current AI advancements and how Avature's white box approach to AI can meet the needs and concerns of the enterprise.

12:40pm  
02:10pm



Lunch



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## THURSDAY, NOVEMBER 14

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02:10pm  
02:50pm

### Strategic HR in Action

#### Extreme Makeover L'Oréal Edition: Same Company, Shiny New Solution

[Cédric Paillé](#), Digital Project Manager, [L'Oréal](#)

L'Oréal implemented Avature back in 2015, with great success. However, their quest for talent and innovation is a game with no finishing line. New challenges, new ideas, new strategy. That's why L'Oréal chose Avature in the first place, because it can evolve with them. Join Digital Project Manager, Cédric Paillé, to discover what they learned after gathering feedback from key stakeholders, what their second TA revolution looks like and what they plan to do next.

02:10pm  
02:50pm

### Power User Track

#### Inbound and Outbound Sourcing Like a Pro

[Florencia Simino](#), Training Director, [Avature](#); [Camille Babaud](#), Implementation PM, Manager, [Avature](#)

Sourcing is the first step in boosting a successful CRM strategy and taking a proactive approach is the key to catching the attention of passive candidates. In this session, you'll hear how you can leverage Avature's advanced sourcing tools to proactively find the right external talent and focus your energy on the best candidates thanks to smart Avature hacks. But, for internal sourcing to be effective, you need to keep your database up-to-date and candidates engaged. As an advanced Avature user, you'll leave this session with an understanding of how to use the platform's built-in workflow engagement capabilities to keep top talent warm. We'll also demonstrate how you can utilize Record Update Portals proactively to encourage candidates to refresh outdated personal information via their preferred channel of communication.

02:10pm  
02:50pm

### Technical Track

#### Junction Module & Data Exchange Services

[Matias Di Tada](#), VP Product Engineering, [Avature](#); [Matias Lespiau](#), VP Development Management, [Avature](#)

With 1,000+ integrations in production used by hundreds of clients worldwide, Avature has a proven track record of delivering integrations that fully satisfy customers' business. Join Matias di Tada and Matias Lespiau to discover how Junction, our cutting-edge integration framework, enables Avature to deliver sophisticated custom integrations with a broad range of systems, and how it provides tool.



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02:50pm  
03:30pm

### Strategic HR in Action

#### Leveraging Predictive Analytics and Cognitive Technologies to Thrive in an Era of Unprecedented Change

[Denise Moulton](#), Vice President, HR and Talent Research Leader, [Bersin by Deloitte](#)

Talent acquisition has been a CEO-level concern for years. Today's leaders recognize that effective strategic execution requires having the right people in the right job at the right time. Yet, despite this awareness, finding talent is an evergreen struggle, particularly in a healthy job market. The most effective organizations recognize that talent acquisition, like any strategic business function, must focus on continuous improvement and redefine the way they work. The highest-performing TA functions are willing to experiment with AI and data analytics, delivering improved business and talent outcomes and transforming TA in a way that drives sustainable growth.

During this session we will explore how cognitive technologies such as AI can improve the end-to-end TA process, and why harnessing data and analytics drives innovative sourcing and hiring strategies. In addition we will discuss the importance of delivering compelling candidate experiences in the digital world and transforming talent strategies to help attract the right candidates for your organization.

02:50pm  
03:30pm

### Power User Track

#### Tricks of the Trade: Leveraging Lists to Search and Find Talent as well as Keeping Your Database Organized

[Maria Elena Chambers](#), Strategic Account Manager, [Avature](#); [Joachim Scheitenberger](#), Customer Training Specialist, [Avature](#)

Lists are one of Avature's most powerful features, but most users aren't fully tapping into the tools available to them. In this session, we'll be showing typical use cases of how to leverage lists to find talent in your existing database. During the demos we'll be taking a deep dive into some of the latest list enhancements, for example how you can build lists and pull them up as indicators on an in-record dashboard so you don't have to run separate reports. Taking a hands-on approach to the session, we'll be showcasing tips and tricks that will save you time.

We'll also deep dive into Avature lists with a focus on organizing and cleaning up your database showcasing some of the more complex capabilities. For example, we'll be demonstrating how to set up new date column for when candidates or a requisition first pass through a specific workflow step in order to analyze time-to-fill metrics.



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02:50pm  
03:30pm

### Technical Track

#### Analytics Framework: Using the Avature Report Builder

[Matias Di Tada](#), VP Product Engineering, [Avature](#); [Matias Lespiau](#), VP Development Management, [Avature](#)

In the Information Age, organizations need robust data processing capabilities to remain competitive. Gone are the days of post and pray, modern recruiting teams rely on analytics to make informed decisions, and executives to build future-looking strategies. Matias di Tada and Matias Lespiau will explain the advanced capabilities of the Avature Reporting Framework, including the Custom Report Builder which allows users to build customized reports with multiple charts, drill-downs and complex calculations.

03:30pm  
04:00pm



### Coffee Break

04:00pm  
05:00pm

### Keynote

#### Discover Avature's TA Roadmap

[Agustin Donati](#), Product Marketing Director, [Avature](#); [Lina Hölker](#), Product Marketing Manager, CRM Solutions, [Avature](#); [Nina Jaksic](#), Product Marketing Manager, Hiring Solutions, [Avature](#)

In this session, the Avature Product Marketing team will dive into the Avature features and updates that will roll out in the coming year, including AI, advanced automation and search, user interface improvements, and mobile capabilities. Discover how these changes will enable you to transform your strategic talent acquisition programs.

05:00pm  
08:00pm



### Cocktail Reception

## FRIDAY, NOVEMBER 15

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07:30am  
9:00am



### Coffee Break

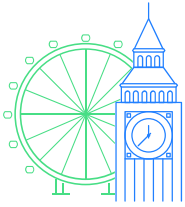
09:00am  
10:00am

### Keynote

#### Strategic Roadmap

[Dimitri Boylan](#), CEO, [Avature](#); [Agustin Donati](#), Product Marketing Director, [Avature](#)

In this session, we will discuss Avature future solutions release and will deep dive into Avature 8



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10:00am  
10:40am

### Strategic HR in Action

#### Every Employee Is a Talent Scout: Ralph Lauren Takes “RL Scout” Global

[Elizabeth DeGiacomo](#), Director - Talent Management Systems, [Ralph Lauren](#)

Ralph Lauren is a trailblazing early-adopter of field ATS. Hear how their search for a best-in-class solution led them to RL Scout, their global solution for corporate and in-store hiring. RL Scout streamlines the recruiting process for on-location managers. Liz will also present lessons learned during implementation and their on-going journey related to retail branch hiring.

10:00am  
10:40am

### Power User Track

#### Ramping up your Reporting (Vol. I)

[Laura Holzl](#), Director, Consulting EMEA, [Avature](#); [Pierre Raseev](#), Solutions Consultant, Manager, [Avature](#)

During the first half of this two-part session, you will learn tips and tricks to make the most of Avature’s reporting capabilities. Focusing on specific scenarios of reporting needs, you’ll learn which built-in reports are available to you, as well as how to build a variety of common custom reports.

But we won’t stop there! We’ll also be demonstrating how you can pull reports up in a dashboard so you can take data-based action that will influence user behavior and much more. But we won’t stop there! We’ll also be demonstrating how you can pull reports up in a dashboard so you can take data-based action that will influence user behavior and much more.

10:40am  
11:10am



### Coffee Break

11:10am  
11:50am

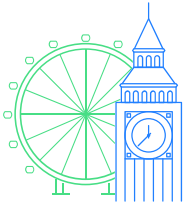
### Strategic HR in Action

#### How to Build and Activate Your Employer Brand in 100 Days

[Dave Hazlehurst](#), Partner - Director of Client Services, [PH Creative](#)

PH Creative helps global brands identify and grow a strong employer value proposition (EVP) to attract candidates, retain employees and build a long-lasting positive image that gives them a competitive edge. Join Partner Dave Hazlehurst to learn tactics and techniques, including how to uncover your human truths and insights, as well as how to measure experience and feelings to determine who you are as an organisation and employer. Hear case studies and discover how Avature functions empower clients, such as VF Corporation and King, to effectively transform their employer brand.





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11:10am  
11:50am

### Power User Track

#### Ramping up your Reporting (Vol. II)

[Laura Holzl](#), Director, Consulting EMEA, [Avature](#); [Pierre Raseev](#), Solutions Consultant, Manager, [Avature](#)

During the second half of this session, we will dive into strategic questions such as how to measure your team's contribution in a fair way, how to make sure that you are reaching your service delivery goals, how to evaluate your process and identify bottlenecks, and how to show the impact of your work to the business. This session will also demonstrate advanced techniques using -among other- Avature's custom report builder.

11:50am  
12:30am

### Strategic HR in Action

#### Digital and Candidate-Centric: How Deutsche Bahn is Using Technology and Innovation to Create the Best Candidate Experience

[Kerstin Wagner](#), Head of Talent Acquisition, [Deutsche Bahn AG](#)

Every year, Deutsche Bahn needs to recruit over 22,000 new employees. The key to success is creating the best possible candidate journey for each target group. With a team of over 700 talent acquisition experts, Deutsche Bahn identified, developed and implemented a variety of modern tools and measures to optimize each touchpoint along the candidate journey. Data-driven decision making and automation, as well as highly innovative recruiting events, are just some examples. Join Kerstin Wagner to discover how she has developed a culture of innovation and how Avature is enabling Deutsche Bahn to create an exceptional candidate experience and innovate at a scale.

11:50am  
12:30am

### Power User Track

#### Unlock the Avature Communication Tools and Get Your Message Heard

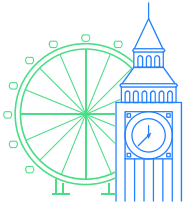
[Laura Holzl](#), Director, Consulting EMEA, [Avature](#); [Pierre Raseev](#), Solutions Consultant, Manager, [Avature](#)

Email marketing remains an extremely effective way to nurture relationships with candidates, inform them of job opportunities and communicate your brand story. We'll be showcasing the power of Avature communication tools at every stage of the candidate journey. In this session you will learn how to leverage Avature features as a way of empower your message and achieve automation in your communications with candidates.

12:30pm  
02:00pm



Lunch



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02:00pm  
2:15pm



**Closing Remarks**

02:30pm  
5:00pm



**Avature Specialist Certification** Registration Required