2019 US Avature Conference

Agenda

The Ritz-Carlton, Marina del Rey | March 12-15

TUESDAY, MARCH 12

04:00pm
6:00pm

Pre Conference Workshop

HR Transformation: Talent Acquisition Meets the Future of Work

Bill Cleary, Senior Manager, Bersin by Deloitte; Ernie Kueffner, SVP Americas, Avature ; Franz Gilbert, Vice President, Solution Provider Programs, Bersin by Deloitte

For some, the future workforce might be described as some type of robot apocalypse. The truth, while less dramatic, is that the future will involve enduring and essential human skills working side-by-side with automation in roles we haven't even dreamed of yet. For talent acquisition, this is nothing new - the work and workforce have always been changing - but this time we'll see change at an exponential pace. In this workshop you'll learn about the 3 Dimensions and the 7 Disruptors of the Future of Work. We'll then explore how talent acquisition must adapt to this new reality. Participants will leave with a framework and tools to help them understand how the future of work will impact their own organization and how talent acquisition can lead the way in identifying what types of skills will be needed for their organization to succeed.

06:00pm
08:00pm

Opening Cocktail Reception

WEDNESDAY, MARCH 13

06:30am
07:30am

Morning Run With a View

07:00am
08:30am

Breakfast

08:30am
09:00am

Opening Remarks

WEDNESDAY, MARCH 13

09:00am
09:45am

Strategic HR in Action
Cisco's Journey to Create an All-Inclusive Tool for Hiring Managers

Jeremy Bloom, Manager, Talent Acquisition Operations, Cisco

On May 25, 2018, something was set to change for companies all over the world: GDPR would become enforceable. For Talent Acquisition teams at Cisco, this meant that they would have to radically alter the way the worked on a daily basis.

Armed with a swiss knife of Avature's solutions, Cisco decided to go one step further and empower their recruiters with a new tool to help Hiring Managers and recruiters share feedback, resumes, reviews, assessments and more, all while complying with both their internal security standards and international regulations.

09:45am
10:30am

Strategic HR in Action
How Accenture Leveraged Avature to Optimize Contractor Recruitment

Gregg Schneider, Business Advisory Manager, Accenture; Christy Covington, Recruitment Associate Manager, Accenture

With contractors playing such a central role in the service they provide, Accenture began to consider the benefits of setting up an internal recruitment program focused on this important segment of the workforce, rather than relying solely on expensive agencies. The results smashed all expectations out of the water. Join this session to hear how Accenture engaged over 5000 contractors just last year across 12 countries whilst making massive annual cost savings and how they leverage Avature's Contingent Workforce Management Solution. Gregg and Christy from Accenture will explain how the technology and program has evolved since 2012, sharing best practices for keeping contractors engaged as well as insights on how Avature can be used to overcome pain points in the contingent recruiting process.

10:30am
11:00am

Coffee Break

11:00am
11:45am

Strategic HR in Action
Managing Your Unique TA Program Propositions with Avature

Jimmy Nguyen, University Recruitment Specialist, BASF; Kate Burk, SR Talent Acquisition Analyst, BASF; Kelley Barber, University Recruitment Specialist, BASF; Jessica Cerasani, University Recruitment Specialist & Program Manager, BASF

Unique TA programs for specialized talent attract attention and differentiate your employer brand. By automating administrative tasks, BASF´s people can now focus on recruiting and on developing the emerging talent in its programs. Program portals customize content and automate communications; some are used additionally for managing performance ratings, projects, communications, and participants' developmental goals. Hear the BASF team share how they have configured portals to serve the complex needs of their rotational program for university students.

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WEDNESDAY, MARCH 13

11:00am
11:45am

Power User Track
External Sourcing like a Pro (Vol. I)

Maria Elena Chambers, Account Manager, Avature; Maureen Fohey, Implementation Consultant, 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.

From sourcing students and recent graduates to activating executive search in-house, during this comprehensive session we'll cover tips for identifying candidates across the entire talent spectrum. We'll also be sharing insights into how to automate high-volume sourcing and optimize your approach to finding hard-to-reach talent.

11:45am
12:30pm

Strategic HR in Action
Two Structures, One Solution: An ATS for All Types of Buffs

Joanna Thompson, System Configuration Specialist, University of Colorado; Jeffrey Stitt, System Configuration Specialist, University of Colorado; Angela Baker, Senior HR IT Business Analyst and Technical Administrator, University of Colorado

Custodians, Executives, Teachers, Space Engineers, Nurses, and Police hiring in Higher Education is like staffing an entire city. Organizations like this require a centralized and decentralized process; one that unifies hiring standards but also allows for flexibility across departments. Crafting a solution meant thinking outside the box. Could your organization benefit from offering different hiring processes that cater to distinct populations?

The University of Colorado Boulder uses the core ATS platform to serve two independent client groups, each with their own recruiting model. Joanna, Jeff, and Angie will share key learnings from developing two models that result in the same outcome-compliant and reliable data within a streamlined interface. The first model begins at the step of position description creation and is highly automated for structured and repeatable searches. The second allows for a highly flexible, autonomous, and variable process built upon the concept of self service. One solution to conquer them all!

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WEDNESDAY, MARCH 13

11:45am
12:30pm

Power User Track
External Sourcing like a Pro (Vol. II)

Alex Bender, Solutions Consultant, Avature; Maria Elena Chambers, Account Manager, Avature

Leveraging your existing talent should be the starting point for every pipeline, after all you can fill open positions much faster by tapping into internal talent pools. We'll be taking a deep dive into how you can utilize WebSources on person records to find and rediscover talent, source silver medalists and present them with opportunities that match their interests. Please note, this requires ATS integration.

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.

12:30pm
02:00pm

Lunch

02:00pm
02:45pm

Strategic HR in Action
Publicis Sapient's Journey with Avature: Challenges, Solutions and Growth

Kim Parkinson, Senior Manager, Hiring Operations, Publicis Sapient

Over the past 5 years, Avature and Publicis Sapient have been working together to tackle a series of challenges, which has required agility, adaptability and a little risk-taking. Super-user Kim Parkinson from Publicis Sapient will discuss how Avature has helped the organization confidently deep dive into unchartered territories and reach new recruiting levels. She will share how they started out with the CRM solution, continuing to configure the flexible software into a multi-solution platform, including ATS, Hiring Manager and Agency solutions. It's also taking advantage of and not shying away from Avature's new functionalities, such as automation. Come and discover how Avature has helped Publicis Sapient embrace new technologies to rebrand its entire system and adapt to changing business needs.

WEDNESDAY, MARCH 13

02:00pm
02:45pm

Power User Track
Upgrading your Email Marketing Strategy

Catherine Taylor Duke, Account Manager, Avature; Gregory Pappas, Implementation Consultant, Avature

Email marketing remains an extremely effective way to nurture relationships with candidates, inform them of job opportunities and communicate your brand story. During this comprehensive session, we'll be showcasing the power of email marketing at every stage of the candidate journey. You'll learn how to execute effective strategies with Avature to build and maintain meaningful relationships with prospective and current candidates via drip campaigns, newsletters and follow-up surveys.

We'll also be sharing insights on how to develop your email credibility, best practices on A/B testing templates, as well as tips for reporting on your email campaigns. Afterall, making sure you're on top of your email marketing game requires analysis and optimization in addition to eye-catching content.

02:45pm
03:30pm

Strategic HR in Action
Innovation on-the-fly: The Value of Empowering your TA teams

Megan DeVille, HRIS Analyst, Laitram; Allison Thomas, Talent Acquisition Recruiter, Laitram

Are you providing your Talent Acquisition teams with the tools they need to innovate? Before Laitram revamped their recruiting platform with Avature, their biggest obstacle to innovation was an old and rigid system that was impossible to change without getting the IT department involved. Their teams never lacked ingenuity or imagination; they just needed an engine that could turn their ideas into a reality. Join Megan DeVille and Allison Thomas for a session that will explore the impact of empowering your teams with a powerful, yet easy-to-use platform. As they walks us through Laitram's journey from a primarily paper-based system to a multisolution platform that enables them to continuously innovate on-the-fly, they will share the best practices and tips and tricks that help them take ownership of their recruiting platform and build a top-notch experience for all their stakeholders, from candidates to hiring managers.

WEDNESDAY, MARCH 13

02:45pm
03:30pm

Power User Track

Leveraging Avature Calendar to Run Scheduling Like Clockwork

Gregory Pappas, Implementation Consultant, Avature; Melina Gil, 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.

03:30pm
04:00pm

Coffee Break

04:00pm
04:45pm

Strategic HR in Action

Leveraging Data and Cognitive Technologies to Thrive in an Era of Unprecedented Change

Bill Cleary, Senior Manager, Bersin by Deloitte; Franz Gilbert, Vice President, Solution Provider Programs, 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'll cover the importance of delivering compelling candidate experiences in the digital world and transforming talent strategies to help attract the right candidates for your organization.

06:00pm
10:00pm

Evening Soiree

Please note the Conference agenda is subject to change without notice.

THURSDAY, MARCH 14

06:30am
07:30am

Yoga in the Gardens

07:00am
08:30am

Breakfast

08:30am
09:15am

Strategic HR in Action

Engaging Candidates on Cruise Control: Automation for Sourcing & Branding

Autumn Anderson, Senior Marketing Manager, Sodexo; Coral Zelachowski, Recruitment Manager, Strategic Sourcing, Sodexo

Sodexo is building trust and relationships over time with a CRM tag system that supports segmentation and personalization. By leveraging automation for sourcing and branding, results include responsiveness rates of 89% and nearly 200 campaigns launched last year. Autumn and Coral share how their teams measure effectiveness and translate that data into insights for recruiting both salaried and hourly positions.

08:30am
09:15am

Power User Track

Harnessing the Power of Your Data Model

Catherine Taylor Duke, Account Manager, Avature; Gustavo Ariel Casazza, Solutions Consultant, Avature

Join us to learn how to implement the right data model for your recruiting process. A comprehensive session focused on the more obscure fields you might come across, we will be taking a look at new file fields within a candidate record, as well as the data that would be captured in forms in the person or person-job relationship and the job record.

You'll also learn about where data should be stored, as well as what you can do once it has been captured. We'll be taking a look at how you can encrypt values and restrict data from being edited, as well as taking this information to reports and using it as variants.

09:15am
10:00am

Strategic HR in Action

The Journey of Implementing CRM and ATS Across Asia

Anchal Saxena, TA Systems and Reporting Manager - APAC, CBRE

After a successful pilot, CBRE expanded their solution to the entire APAC region and most recently inaugurated the Shared Service Center in order to provide HR support to local country teams. Operating across Asia, the center leverages a myriad of Avature functionalities to manage complex business use-cases. CBRE will share configuration tips and present data from their solution that demonstrates the cost-benefits and improved efficiency of keeping tasks in-house.

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THURSDAY, MARCH 14

09:15am
10:00am

Power User Track

Scaling up (Vol. I): Automating to Attract and Engage Talent

Agustin Calabro, Solutions Consultant, Avature; Alex Bender, Solutions Consultant, 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.

To make sure that you're taking advantage of all of these benefits, we'll be showing you how to automate social media campaigns to showcase your brand to a broader audience, and how automated workflows can be utilized to engage new leads. You'll also learn how to schedule campaigns to a targeted audience, use Avature's self-scheduling portal to alleviate scheduling pain, as well as use automated touch-points to keep your data fresh and your candidates engaged.

10:00am
10:30am

Coffee Break

10:30am
11:15am

Strategic HR in Action

Every Employee Is a Talent Scout: Ralph Lauren Takes "RL Scout" Global

Angela Choi, Talent Management Systems, Ralph Lauren; Liz 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 and Angie will also present lessons learned during implementation and their on-going journey related to retail branch hiring.

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11:15am

Power User Track

Scaling up (Vol. II): Transforming Operations through Automation

Gustavo Ariel Casazza, Solutions Consultant, Avature; Jimena Fernandez, Training Specialist, Avature

Taking a head-on approach to the most prominent recruiting problems, we'll be showing you how you can leverage automation capabilities within Avature to tackle day-to-day challenges that are inhibiting recruiters. Following on from the previous session, we'll be demonstrating how to reduce operational tasks with Avature ATS.

We'll be covering a broad range of topics including setting up knock-out questions and streamlining interview scheduling via Avature's time slot portal. You'll leave this session feeling inspired and confident about new techniques to make automation work in your favour.

10:30am
11:15am

Technical Track

Software Development Lifecycle

Cristian Dujmovic, SVP Operations, Avature; Dimitri Boylan, Founder & CEO, 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.

11:15am
12:00pm

Strategic HR in Action

Radically Redesign the Onboarding Experience and Career Development to Build Strong, Positive Connections to the Company

John Curran, Head of Global Talent Acquisition, Genomic Health, Inc.

Join this session to learn how John from Genomic Health has harnessed Avature, not only to upgrade the onboarding experience of new hires, but also to overhaul internal mobility and address attrition. By adopting agile methodology to make small but powerful changes, he was able to have a radical impact on employee satisfaction and engagement from day one. You'll come away from the session inspired by how the Avature onboarding solution can streamline processes whilst maintaining a social and personalized experience for new hires, as well as a greater understanding of how Avature Internal Mobility can ensure your employees' career interests are fulfilled while you continue to achieve your company's fast-changing goals.

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THURSDAY, MARCH 14

11:15am
12:00pm

Power User Track

Going mobile: Delivering convenience with Avature Mobile Apps

Melina Gil, Training Specialist, Avature; Maureen Fohey, 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.

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.

11:15am
12:00pm

Technical Track

System Infrastructure and Architecture

Robert Griffith, SVP Data Centers & Security, Avature

A system can have all the bells and whistles, but if the infrastructure and the Architecture are not robust and secure, it might as well as not exist. Robert Griffith goes in-depth into how Avature's state-of-the-art SaaS model gives each customer their own instance, and how a shared code-base allows Avature to quickly identify and fix problems before most customers even notice them.

12:00pm
01:30pm

Lunch

01:30pm
02:15pm

Strategic HR in Action

Tap into the Power of Recruitment Marketing

Kirsten Tolfree-Dart, Director of Consulting, Rethink Group

The secret to finding and engaging elusive talent is tapping into the power of marketing, something that Kirsten Tolfree-Dart of Rethink Group is very familiar with. Having leveraged Avature as her tool of choice for over 7 years, Kirsten is an expert in activating recruitment marketing campaigns that are engaging and fill talent pipelines.

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THURSDAY, MARCH 14

01:30pm
02:15pm

Power User Track
Tricks of the trade: Leveraging Lists to Search and Find Talent (Vol I)

Adolfo Vaninetti, Account Manager, Avature; Barbara Engelen, Training Team Leader, 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.

01:30pm
02:15pm

Technical Track
Analytics Framework: Using JSON and the Avature Report Builder

German Garcia, Analytics Services Manager, Avature; Matias di Tada, VP Product Engineering, 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 Germán Garcia 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.

02:15pm
03:00pm

Strategic HR in Action
How to build a successful Adoption Strategy with Apollo Global Management

Shanu Varghese, Director, Global Technology, Apollo Global Management

Hundreds of hours are spent planning implementations, but this effort is too often hindered by user adoption being relegated to an afterthought. Join this session to hear Shanu Varghese's tactics on how to build a successful adoption strategy that can be applied to any technology rollout. With five total recruiting system implementations, over 50 total HR system implementations and more than 15 years of industry experience under his belt, Apollo Global Management's Global Technology Director will be sharing his valuable insights and how the Avature platform makes this possible.

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THURSDAY, MARCH 14

02:15pm
03:00pm

Power User Track

Tricks of the trade: Leveraging Lists to Keep Your Database Organized (Vol II)

Adolfo Vaninetti, Account Manager, Avature; Tomas Aberg Cobo, Solutions Consultant, Avature

Following on from part one, we'll be continuing our 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.

You'll leave the session with knowledge on best practices for keeping your database up-to-date to ensure it remains as effective as it can be.

02:15pm
03:00pm

Technical Track

Junction Module, Data Exchange Services, and Integration Maintenance

Cristian Dujmovic, SVP Operations, Avature; Matias di Tada, VP Product Engineering, 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 Cristian Dujmovic and Matias di Tada 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 tools for customers to manage their vendor ecosystem.

03:00pm
03:30pm

Coffee Break

03:30pm
04:15pm

Strategic HR in Action

KPMG US Talent Acquisition Transformation – Cloud enabled for the future of recruiting

Brandy Tower, HR Technology Manager, KPMG; Samantha Randle, Associate Director of HR Digital Transformation, KPMG; Eileen Raymond, Executive Director of Experienced Hire Recruiting, KPMG

Manual processes create challenges for all organizations and impede the candidate experience. Come and listen to Eileen Raymond, Executive Director Experienced Hire Recruiting, Sam Randle, Associate Director HR Digital Transformation, and Brandy Tower, Manager HR Digital Transformation from KPMG discuss how KPMG adopted a cloud-enabled strategy with Avature to consolidate its TA function and empower its recruiters to work more strategically. They will also demo their award-winning career sites and showcase how they are creating tailored experiences based on job role and candidate types. Discover the next steps for KPMG as it continues to build the recruiting experience of the future.

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THURSDAY, MARCH 14

04:15pm
05:00pm

Keynote
Discover Avature's TA Roadmap for 2019

Agustin Donati, Product Marketing Director, Avature; Carina Lacour, Product Marketing Manager, Hiring Solutions, Avature; Nina Jaksic, Product Marketing Manager, Hiring Solutions, Avature; Lina Hölker, Product Marketing Manager, CRM 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 advanced automation and search, user interface improvements, and mobile capabilities. Discover how these changes will enable you to transform your strategic talent acquisition programs.

06:30pm
10:30pm

A Night by the Marina

FRIDAY, MARCH 15

07:30am
08:30am

Breakfast

08:30am
09:30am

Keynote
Strategic Roadmap

Dimitri Boylan, Founder & CEO, Avature; Agustin Donati, Product Marketing Director, Avature; Carolina Lewitan, Sr. Product Marketing Manager, Avature

In this session, Dimitri, Agustin and Carolina will discuss Avature future solutions release and will unveil Avature 8.

09:30am
10:15am

Strategic HR in Action
Recruiter, Meet Sys Admin: How Pandora Hired Faster With Avature CRM

Anastacia Flores, Director of Recruiting Operations, Pandora; Miryame Krogmeier, Senior Sourcer, Pandora

After expanding from their Oakland CA headquarters to Atlanta GA, Pandora faced a whole new world in terms of local engineering talent. In order to compete with regional markets and expand rapidly, Pandora turned to Avature for a comprehensive CRM solution that could provide personalized workflows, more effective reporting processes, segmentation via tags, custom email templates and more for their specific use cases. Join Director of Recruiting Operations, Anastacia Flores, and Senior Sourcer, Miryame Krogmeier, for a hands-on exploration of how Avature can help organizations meet their unique challenges via customization.

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09:30am
10:15am

Power User Track
Ramping up your Reporting (Vol. I)

Nelson Borrero Arrieche, Account Manager, Technical Leader, Avature; Tomas Aberg Cobo, Solutions Consultant, 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.

10:15am
10:45am

Coffee Break

10:45am
11:30am

Strategic HR in Action
Laying the first bricks: Avanade's Global TA Solution

Marie-Claire Gould, Talent Acquisition Business Architect, Avanade

Do your recruiters feel like they're lugging around a backpack full of rocks? Avanade shares the journey of consolidating 24 countries´ processes into one global solution that centralizes CRM, ATS (including Hiring Manager Portals), Referrals, and Campus & Events Recruiting. Their one-platform model is designed for efficiency, with automated and streamlined processes and plans for continuous, long-term improvement. Marie-Claire further discusses how Avanade is leveraging on-the-ground networks to speed through change management and improving candidate experience with their Candidate-First program.

10:45am
11:30am

Power User Track
Ramping up your Reporting (Vol. II)

Agustin Calabro, Solutions Consultant, Avature ; Nelson Borrero Arrieche, Account Manager, Technical Leader, 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.

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FRIDAY, MARCH 15

11:30am
12:15pm

Strategic HR in Action

Making Mission Impossible Possible: How Lockheed Martin Leveraged Technology to Engage Critical Talent

Matthew Biester, PM, Innovation & Optimization, Lockheed Martin; Marvin Smith, Talent Community Strategist, Lockheed Martin; Corey Bockhaus, Talent Community Manager, Lockheed Martin

The market for autonomy and artificial intelligence, quantum computing, directed energy solutions, multi-domain operations, and hypersonic technologies is a competitive one. Locating and engaging with talent that has such a specific set of skills is a complicated mission, so it's imperative to have a multi-layered strategic approach.

Join this session to hear how Marvin Smith, Matt Biester and Corey Bockhaus from Lockheed Martin are leveraging technology to activate a highly-personalized, long-term, relationship-based approach to sourcing and nurturing candidates over a five-year period and delivering against TA goals.

You'll come away from the session with ideas for optimizing your approach to recruitment marketing to attract active candidates, as well as inspiration for targeting high-caliber passive candidates through employee referrals..

12:15pm
12:45pm

Closing Remarks

01:30pm
04:30pm

Avature Specialist Certification *Registration Required - Lunch Included*

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