Over half of global CEOs expect to add headcount in the next year, yet their concerns about the availability of key skills are at an eight-year high, according to PwC’s 2015 Global CEO Survey. To meet business growth, your recruitment strategy must continue to expand beyond a tactical, reactive function to a proactive, streamlined process to efficiently source, assess, select, hire, the best candidates in this competitive environment. In 2016, HRMasia brings to you our very first New-Gen Recruiting 2016, we bring together industry experts and practitioners who will share how they created the best frameworks, teams, and practices to compress the hiring cycle, improve outcomes and deliver high performing employees. We uncover the strategies, challenges and solutions, you take back the ‘how-to.’

Contact: Azrielle Looi Hui Yi | Tel: (65) 6423 4631 | Email: info@hrmasia.com.sg

Featured speakers:

- Michael Weight
  Head of Talent Acquisition APAC
  Group M

- Adele Png
  Talent Development & Talent Acquisition Leader
  Philips

- Julia Koh
  Deputy Director Head Talent Acquisition Asia
  GlobalFoundries

- Paul Harvey
  Director Talent Acquisition R Ops, APAC & MEA
  Franklin Templeton Investments

- Suzie Custerson
  Regional Head of Talent Acquisition
  Manulife Financial

- Christine Vasco
  Human Resources Rohde & Schwarz

- Ritu Chaudhari
  Talent Acquisition Consultant
  Hewlett-Packard

- Rakesh Rana
  Senior HRBP & Talent Acquisition Leader – APAC
  Murex

- Ben Roberts
  Chief Talent Officer Worldwide
  Saatchi & Saatchi

- Adrian Tan
  HR Entrepreneur

- Narasimhan S L
  Head of Talent Acquisition & HR Head for SE Asia
  State Street

- Mark Hedley
  Global RPO
  Deutsche Bank

- Chris Mead
  Head of Talent Acquisition, APAC
  Coode

- Sandeep Yadav
  HR Leader, Global Talent Acquisition
  MasterCard

- Anish Lalchandani
  Product Head of Talent Identification, Review and Succession Planning
  Standard Chartered Bank
Leverage on recruitment analytics to improve your hiring decisions and reduce cost of hiring the wrong talent

Harness the power of marketing in recruitment to attract and retain the best talent in the market

Understand how to integrate strategic workforce planning into your recruitment strategy

Hear best practices from leading companies on gamification and internal talent mobility

Discuss about streamlining your recruitment process for hard-to-fill positions

A Must Attend to Achieve:

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- Harness the power of marketing in recruitment to attract and retain the best talent in the market
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- Hear best practices from leading companies on gamification and internal talent mobility
- Discuss about streamlining your recruitment process for hard-to-fill positions

MUST ATTEND for VPs, Directors, Heads and Managers of:

- Recruitment
- Talent Acquisition
- Employer Branding
- Staffing
- Talent Management
- HR Generalists
- Graduate Recruitment
- Training & Development

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Day 1 | Wednesday | 9 March 2016

8:30 | Registration and Coffee

9:00 | Opening Address by Chairman & Ice Breaking Session

9:15 | Coffee Chat

Talent Acquisition Agility: Solving for Hard-to-Fill Positions

The foundation of talent acquisition is to align resources to business needs to fill positions. But if you are struggling to fill specialized roles that are integral to your company’s success, the same old recruitment and workforce practices won’t yield different results. It is time to harness new people practices and engage untapped talent pools.

You will learn from this discussion:
• How to streamline the process to improve efficiency and talent quality?
• How to efficiently broadcast positions to attract the right talent?
• What is the future of automated recruitment?

Moderator:

Narasimhan S L,
Head of Talent Acquisition APAC & HR Head for SE Asia
State Street

Panellists:

Julia Koh
Deputy Director, Head of Talent Acquisition Asia
GlobalFoundries

Adele Png
Talent Development & Talent Acquisition Leader
Philips

Chris Mead
Head of Talent Acquisition, APJC
Cisco

10:15 | Morning Refreshment and Networking Break

10:45 | Are You Still Playing Hit-or-Miss With Your Talent Decisions?

Hyper-competition for top talent in a candidate driven market requires new strategies and ways to attract and retain top talent. Yet companies are still relying on gut alone and conventional wisdom to make critical hiring as well as talent decisions.

This session will discuss:
• Leveraging outside-in workforce analytics data to make better talent decisions to maximise business performance
• Facilitate a strategic conversation with business leaders on competing talent priorities.
• Help your business build and execute a 5 year talent acquisition strategy.

Gyan Nagpal
CEO, PeopleLENS Global Associates and Author, Talent Economics

11:30 | Transforming recruitment: What HR can learn from Marketing

Talent is now a savvy and sophisticated consumer. HR needs to consider how organisational branding, messaging and image can help win in-demand skills in a world of talent shortages. HR’s role has expanded to include attracting and retaining customers/talent in the same way that marketing segments and targets consumers of the company’s products and services. HR must think differently to create value propositions that appeal to the needs of individuals and align with organisational objectives.
In this session, Vaasu will share with you his views as a marketer:

- What is broken in your selection process?
- How to you pinpoint and attract the talent pools you want?
- How can we fix it?

**Vaasu Gavarasana**
Chief Marketing Officer

**13:45 Case Study**
**LEVEL UP! How GroupM Attract, Engage and Entertain prospective hires through gaming.**

According to Gallup, only 30% of employees are engaged, costing the economy between $450-$550 billion dollars annually in lost productivity. Gamification is a proven solution for boosting employee engagement, and have been successfully deployed at companies including Box, Ericsson, Ford and Oracle. By enabling more compelling training and certification programs, powering easier knowledge sharing and transforming collaboration, gamification have become a important tools for those companies seeking a competitive advantage.

Hear from Michael who will share with you what GroupM effectively engage hires though gaming:

- What it is and what it isn’t
- How gamification can help you understand what motivates your employees
- Real examples of how gamification was used to increase employee engagement and performance

**Michael Wright**
Head of Talent Acquisition, APAC
GroupM

**14:45 Case Study**
**Reinventing Campus Recruitment: Finding the best talent thru case competitions at Rohde & Schwarz Asia**

Case competitions are an ideal opportunity to elevate your recruiting strategy and differentiate your brand. They allow you to work closely with our top students during the preparation for the event, and to see first-hand how students think through a business challenge. Many recruiters feel that a case competition provides a much more accurate assessment of a student’s ability to perform than a standard interview.

Christine will share with you Rohde & Schwarz experiences in recruiting and engaging STEM students during campus recruitment:

- The pros and cons of case competitions
- Finding the right talent thru the case competition
- Creating brand awareness for the organization

**Christine Vasco**
Human Resources
Rohde & Schwarz

**15:15 Roundtables Discussion 1: Innovative New-Age Sourcing**

**Roundtable 1: How to Create a Killer Recruiting Content Strategy**

With thousands of employers vying for the attention of prospective hires online, it’s more important than ever to make your recruiting efforts heard over the noise. Compelling stories, job titles and descriptions are critical pieces of your recruiting content strategy.

Discuss about:

- Making it easy for them to find your jobs
- Adding personality (and a dose of reality) to your content
- Using irresistible job descriptions to boost candidate quality

**Moderator:**
**Michael Wright**
Head of Talent Acquisition, APAC
GroupM
Roundtable 2: How mobile does your recruitment process need to be?
Developing a mobile recruitment strategy is a hot topic in today’s recruiting world. With an estimated 70% of job seekers use mobile devices as they consider their next career move and 23% of all keyword searches from mobile devices containing the word “job” today’s employers need to develop a mobile recruitment strategy to stay on top of the competition and achieve recruiting and hiring goals.

Discuss about
- Reaching the busiest candidate thru mobile optimization
- Building employer brand & candidate experience
- Connecting with passive candidates with a personalized message

Moderator:
Narasimhan S L,
Head of Talent Acquisition APAC & HR Head for SE Asia
State Street

Roundtable 3: How to optimize the use of multiple social recruiting channels?
It is no longer enough to dabble in social media- a coherent strategy is required. Today, recruiters are deploying social media for multi-pronged strategies: to showcase employer brand, highlight company culture, vet candidates and generate employee referrals. It is therefore increasingly important that employers engage with relevant networks to showcase their potential employees.

Discuss about:
- Is social media dead? Has it reach saturation point?
- What are the differences re: strategies and candidates between types of social media?
- Leveraging social media effectively

Moderator:
Ritu Chaudhari
Talent Acquisition Consultant
Hewlett-Packard

15:45 | Afternoon Refreshment and Networking Break

16:15 | Roundtable Discussion 1 (Continued)

Roundtable 1: How to Create a Killer Recruiting Content Strategy
Moderator:
Michael Wright
Head of Talent Acquisition, APAC
GroupM

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17:15 | Chairperson’s Closing

17:30 | End of Day One Conference
Day 2 | Thursday | 10 March 2016

8:30 | Opening Address by Chairman

9:15 | Think Tank: Quality of Hire: Does it Exist?

Have you ever been asked to measure the performance of your recruiting organization? Are you still giving your leaders updates on time to fill only? Are you stuck with reporting on lagging indicators? Well, you are in the majority, most organizations do not know how to start measuring “quality of hire”.

Take this opportunity to learn:

- What goes into “quality of hire” data & How to use this information to help realize a return back on your recruitment investment
- Obtain insights on how to integrate into your recruiter’s performance criteria and evaluation
- Benefits to your business

Panellists:

Rakesh Rana
Senior HRBP & Talent Acquisition Leader – APAC
Murex

Ben Roberts
Chief Talent Officer Worldwide
Saatchi & Saatchi

Sreejith Nambiar
Talent Acquisition Leader - APAC
Autodesk

10:15 | Morning Refreshment and Networking Break

10:45 | Improving Quality of Hire: Understand Candidates Unconscious Career Anchors

Findings from a recent study have shown that job candidates have unconscious career anchors that significantly influence their career identities, career choices, and job satisfaction. Adapting interview processes can reveal individual’s unconscious career anchors and contribute towards placing the right talent in the right role at the right time. The study also revealed that 80% of candidate’s unconscious career anchors were non-monetary meaning that there are many zero cost ways to improve your quality of hire, improve engagement and increase employee tenure.

You will learn:

- About unconscious career anchors and how they influence individuals career identities, career choices and sense of satisfaction.
- How psychological career success is often more important for candidates than monetary success
- Suggestions for incorporating the investigation of unconscious career anchors with other traditional career management and interviewing tools to bring new insights into your interview process.

Paul Harvey
Director Talent Acquisition & HR Ops, APAC & MEA
Franklin Templeton Investments
Senior HR leaders often face the dilemma: Is it better to promote from within or hire externally?

A study showed that external hires made 18% more than those promoting internally in the same jobs. This savings multiplied across tens, or hundreds of internal hires can translate to significant bump to your bottom line. Ideally, it’s best to promote from within — assuming the leadership pipeline can supply the right leaders in the right roles at the right times. Often, this is not the case.

Hear from Suzie as she shares how Manulife hires internally and externally:

• The Best Way to Hire from Inside Your Company
• How to Know When to Hire Internally and When to Look Outside
• Overcoming resistance from managers

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Panellist:

Suzie Custerson
Regional Head of Talent Acquisition, Asia
Manulife Financial

Sandeep Yadav
HR Leader, Global Talent Acquisition
MasterCard

Anish Lalchandani
Product Head of Talent Identification, Review and Succession
Standard Chartered Bank

Roundtable 1: Making your organisation a great place to work?
Creating a positive workplace culture delivers significant productivity and performance benefits. Discuss about:

• What common attributes does a great employer have?
• Culture influences employee behaviour and performance — so how do you develop a positive culture?
• Employee wellbeing programmes - do they make a difference?
• Using your culture as part of the recruitment/retention strategy

Chris Mead
Head of Talent Acquisition, APJC
Cisco

Roundtable 2: How to find talent for hard-to-fill positions?
Recruiting for new, specialized, or highly positions requires a different approach. Some of these jobs didn’t exist 10 years ago, while others require such specialized experience or specific skills that older recruiting methods just can’t do. In any case, the need to find talent for these niche jobs is forcing many employers to consider using other recruiting strategies beyond job boards and advertising.
• What are the successful strategies for recruiting for niche skills?
• How do we expand our talent pool for niche skills not available locally?

**Anthony Keh**  
Head of Resourcing & Employee Relations, Senior Assistant Director, Human Resources  
SUTD

**Roundtable 3: Recruiting internally vs outsourcing recruiting**
Today, outsourcing of the generalist functions, such as payroll, benefits administration and employee relations, has considerable momentum but the recruiting function is just beginning to be seriously considered.
• Is outsourcing for your organization?
• Building the business case for RPO
• Overcoming internal resistance

**Mark Hedley**  
Global RPO Strategy  
Deutsche Bank

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<tr>
<td>15:15</td>
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<td>15:45</td>
<td>Roundtables Discussion 2: Top HR trends</td>
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**Roundtable 1: Making your organisation a great place to work?**

**Chris Mead**  
Head of Talent Acquisition, APJC  
Cisco

**Roundtable 2: How do you recruit for innovation?**

**Anthony Keh**  
Head of Resourcing & Employee Relations, Senior Assistant Director, Human Resources  
SUTD

**Roundtable 3: Recruiting internally vs outsourcing recruiting**

**Mark Hedley**  
Global RPO Strategy  
Deutsche Bank

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# New-Gen Recruiting 2016

Recruiting & Marketing Tie The Knot - Are You Ready?

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**Contact: Azrielle Looi Hui Yi**

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