

## Monday, March 16

### **Attendee Registration Open**

1:00–5:00 pm | Registration North

#### **IDEAS IN ACTION SPECIAL EVENT**

*Showcasing leading suppliers and their solutions*

#### **The Industry Trends Every Staffing Executive Needs to Know**

4:30–5:30 pm | Timor Sea | Presented by LinkedIn

*Did you know that 57% of the decision to buy is made before any commercial contact with your business? Increasingly, your clients are choosing partners based on word of mouth and the information they find online: meaning your firm's social media presence is more important than ever. In this session, we'll review LinkedIn's latest research on how staffing firms are engaging with candidates and potential clients through social networks. In addition, we'll cover the steps every staffing executive should take to build your firm's brand and nurture target audiences online.*

#### **PRE-CONFERENCE SESSION**

#### **Staffing Industry Analysts Conference and Corporate Membership Overview**

5:00–6:00 pm | Pacifica 8, 9, 10

New to Executive Forum? Curious about Corporate Membership with Staffing Industry Analysts? Or already a member and wondering if there is more that you might be missing? If so, then join us for a quick tour of the conference and Corporate Membership. We'll offer tips and advice on the Forum, insights into our research and pointers on how to use our website effectively. This session will be a great overview for new members and attendees and a useful recap for "old pros."

Speakers:

*Tony Gregoire, Research Director, North America, Staffing Industry Analysts*

*Adrienne Nelson, Director, Global Services, Staffing Industry Analysts*

*John Nurthen, Executive Director, Global Research, Staffing Industry Analysts*

#### **Executive Forum Welcome Reception**

6:00–8:00 pm | Wantilan Pavilion | Sponsored by Bond

Tuesday, March 17

**Registration, Networking Breakfast, & Exhibits Open**

7:30–8:30 am | Pacifica 1-6 | *Networking breakfast sponsored by Baird*

**IDEAS IN ACTION SPECIAL EVENT**

*Showcasing leading suppliers and their solutions*

**CareerBuilder: Differentiation in 2015: Are You Ready?  
Understanding Your Clients, Candidates and The Landscape**

7:30–8:30 am | Timor Sea | *Presented by CareerBuilder*

*Eric Gilpin, President of Vertical Sales, will host an industry breakfast session on Tuesday, March 17 in the Timor Sea Meeting Room from 7:30 a.m. to 8:20 a.m. Eastern. As the staffing industry continues to evolve it is becoming increasingly important to understand modern behaviors, attitudes and approaches to job search and candidate recruitment. Please join to learn more about CareerBuilder's latest research on the candidate experience, behavioral trends and more.*

**KEYNOTE SESSION**

**Why Everything You Thought You Knew About Staffing is Wrong**

8:30–9:45 am | Pacifica 7 | *Sponsored by People 2.0*

For those who have worked in the staffing industry for a number of years, it's easy to get set in your ways, even as the industry continues to evolve and change. In our opening keynote, Staffing Industry Analysts' President, Barry Asin, looks at a number of cherished beliefs to uncover the facts behind the fiction. Are you making the right assumptions about your business or heading down the wrong path? Your business planning, corporate strategy, management style, growth targets, hiring policy and pricing behavior may never be the same again.

Speaker:

*Barry Asin, President, Staffing Industry Analysts*

**Networking Break & Exhibits Open**

9:45–10:15 am | Pacifica 1-6 | *Networking break sponsored by Assurance*

**KEYNOTE SESSION**

**Innovation from Everyone, Every Day**

10:15–11:30 am | Pacifica 7 | *Sponsored by Monster*

Gary Hamel's pioneering concepts such as "strategic intent," "core competence," "industry revolution," and "management innovation" have changed the practice of management in companies around the world. *The Wall Street Journal* recently ranked him as the world's most influential business thinker, and *Fortune* magazine has called him "the world's leading expert on business strategy." In this keynote session, Hamel will explain how innovation is the only way to out-perform. Yet, in many companies innovation has yet to become a deeply embedded core competence—the work of every employee, every day. What companies need is a detailed blueprint for making innovation a core competence—and this is exactly what Hamel provides. Based on 20 years of ground-breaking research, and a score of high-profile assignments in some of the world's most respected companies, Hamel will show you how to: unlock the innovation potential of every employee; build a portfolio of high-impact, game-changing strategies; dramatically multiply the returns on innovation investment; build management systems that keep everyone focused on innovation; and manage the day-to-day tension between break-the-rules innovation and tight-fisted operational efficiency. If your company is looking for growth and competitive differentiation, this is vitally important knowledge.

Speaker:

*Gary Hamel, Business Strategy Expert*

**Transition Break**

11:30–11:45 am

## Tuesday, March 17

### CONCURRENT SESSION: Trends and Opportunities

#### **Trends and Opportunities in European Staffing Markets**

11:45 am–12:45 pm | Banda Sea | Sponsored by Avionté

Following the global financial crisis, many European staffing markets have experienced lackluster performance, but 2014 seems to have marked a turning point with the UK and Germany, in particular enjoying growth ahead of the US staffing market. Even in troubled economies like Italy and Spain, staffing firms are clearly finding good growth opportunities. So where are the best opportunities in Europe at the moment, and what do you need to know about this complex continent in order to develop a healthy and profitable business there?

Speakers:

**Adam Pode**, Director, International Research and Analysis, Staffing Industry Analysts

**Fiona Coombe**, Director, Legal & Regulatory Research, Staffing Industry Analysts

### CONCURRENT SESSION: Trends and Opportunities

#### **Trends and Opportunities in the Office Clerical Staffing Sector**

11:45 am–12:45 pm | Pacifica 11, 12 | Sponsored by Avionté

Though it offers one of the largest addressable markets in the staffing industry, growth in the office-clerical segment has been lagging other sectors since the turn of the millennium. The overall growth rate belies opportunities that emerge upon deeper inspection, however. Our panel of experts will share how they have found success in office-clerical staffing, and will help you identify opportunities and craft a strategy to capitalize on them, enabling you to outperform in this large, but highly competitive, market.

Moderator:

**Matt Norton**, Research Analyst, Staffing Industry Analysts

Panelists:

**Tom Gimbel**, Founder & CEO, LaSalle Network

**Sara Menke**, CEO, Premier Staffing Inc.

**Bill Stoller**, President & Cofounder, Express Employment Professionals

### CONCURRENT SESSION: Trends and Opportunities

#### **Trends and Opportunities in RPO**

11:45 am–12:45 pm | Pacifica 8, 9, 10 | Sponsored by Avionté

The shortage of skilled labor is a big problem for virtually every major employer today, and what is a problem today will be a crisis in the near future as talented baby boomers retire and labor demand continues to rise. Recruiting will become one of the top priorities for every business, but few businesses can really say it's a core competency. The argument for specialized top-notch outsourced recruiting—RPO—will be stronger than ever; and businesses are already buying the argument. The share of large firms using RPO has risen from 9% in 2007 to 33% today, according to Staffing Industry Analysts' annual buyer surveys. So what does it take to succeed in this business? What are the risks? This session will examine how staffing firms can work with their customers to help ease their pain, by assisting not just here and there with specific recruiting requests, but by actually taking on the entire recruiting function. Can you afford to overlook this big opportunity?

Moderator:

**Stephen Clancy**, Director, Contingent Workforce Strategies, Knowledge and Research, CCWP, Staffing Industry Analysts

Panelists:

**Ian Dawson**, SVP, Global Solutions, Randstad Sourceright

**Shannon Russo**, CEO, Kinetix

**Darren Simons**, Global Managing Director, Allegis Global Solutions

Tuesday, March 17

**CONCURRENT SESSION: Trends and Opportunities**

**Trends and Opportunities in Payrolling and Independent Contractor Compliance**

11:45 am–12:45 pm | Timor Sea | *Sponsored by Avionté*

As companies increasingly demand a more flexible workforce, their use of temporary staffing has risen to new heights. However, what if a company is able to source a temporary worker on its own? As contingent workforce programs become more sophisticated, and as technology becomes more powerful, companies are more equipped to source temporary workers themselves and in some cases, seeking payrolling companies to be the employer of record. Moreover, greater scrutiny on independent contractor misclassification and increased resolve on the part of companies to mitigate risk have driven greater demand for IC evaluation and compliance service for many of these internally sourced workers. In this session, we will discuss the growing market of payrolling and IC compliance providers, the various service models within this market across the globe and what it all means for the staffing industry.

Moderator:

*Tony Gregoire, Research Director, North America, Staffing Industry Analysts*

Panelists:

*Jeff Phelps, COO, iworkglobal*

*Dana Shaw, President & COO, ICon Professional Services*

*John F. Smith, Managing Director – Americas, CXC Global*

*Gene Zaino, President & CEO, MBO Partners*

**IDEAS IN ACTION | 11:45 am–12:45 pm**

*Showcasing leading suppliers and their solutions (see pg 12)*

**erecruit** | Java Sea 2

**Monster** | South China Sea

**Networking Lunch & Exhibits Open**

12:45–2:15 pm | Pacifica 1-6 | *Networking lunch sponsored by Sterling National Bank*

**BOOK SIGNING**

**Gary Hamel**

12:45–2:15 pm | Pacifica 1-6, Booth #45 | *Sponsored by Monster*

**IDEAS IN ACTION | 1:00–2:00 pm**

*Showcasing leading suppliers and their solutions (see pg 12)*

**JobDiva** | Java Sea 2

**World Wide Specialty Programs Inc.** | South China Sea

## Tuesday, March 17

### CONCURRENT SESSION: Strategy Workshops

#### **Establishing the Right Plan to Cope with the Affordable Care Act**

2:15–3:15 pm | Pacifica 8, 9, 10 | Sponsored by Essential StaffCARE

As we approach the fifth anniversary of the ACA becoming law, the regulations continue to evolve, presenting a moving target for compliance. With the employer mandate now fully in effect for employers with 100 or more full-time workers, we now have real-world experience where for years there has been mostly theory and conjecture. In this workshop, our group of leading experts from the legal and benefits advisory communities will discuss the emerging consensus on best practices for complying with the law, and doing so without sacrificing operating margins. We will also examine what regulatory changes might be in store for 2016 and beyond.

Speakers:

*Neil Alexander, Co-Chair, Staffing & Contingent Workers Practice Group, Littler Mendelson P.C.*

*Andrew Braswell, Senior Research Analyst, Staffing Industry Analysts*

*Fiona Coombe, Director, Legal & Regulatory Research, Staffing Industry Analysts*

*Kristin Lewis, Director, Product Management, Equifax*

### CONCURRENT SESSION: Strategy Workshops

#### **Strategies for Defending & Improving Your Prices**

2:15–3:15 pm | Pacifica 11, 12 | Sponsored by Essential StaffCARE

With the growing dominance of VMS, staffing entered the age of commoditization, and with it the dreaded price competition of efficient markets. Staffing firms long accustomed to negotiating their own prices suddenly found they were being benchmarked against peers and tough contingent workforce managers were driving down rates. But there are strategies that can blunt the tide of that downward price pressure. Our workshop will show you how to create a disciplined pricing strategy, demonstrate effective negotiating techniques and help you understand when to just say no to low-margin business.

Speakers:

*Kersten Buck, Director, Strategic Solutions, Staffing Industry Analysts*

*Diana Gabriel, VP, Strategy & Solutions, Staffing Industry Analysts*

*Stephen Graziani, Founder & Principal Consultant, Workforce Matrix*

### CONCURRENT SESSION: Strategy Workshops

#### **Understanding & Responding to Client Requirements**

2:15–3:15 pm | Banda Sea | Sponsored by Essential StaffCARE

It's no secret that in a perceived sea of sameness it gets harder every day to get new clients or grow existing ones. Strategies and techniques that used to yield results seem to not have the same effect. And contingent workforce buyers are proving to be ever more sophisticated in their understanding of the staffing market; placing ever greater demands on their suppliers and expecting cost reductions at the same time. How are you equipping yourself and your team to deal with these new realities? With an unrivalled insight into the minds, methods and motivations of your customers, Staffing Industry Analysts Contingent Workforce Strategies and Research team will work with you to help you unravel these mysteries and give you concrete strategies to make your company stand out from the pack! This workshop will help you position your business to better meet client requirements by aligning their aims and objectives with your own.

Speakers:

*Dawn McCartney, Director, Contingent Workforce Strategies & Research, Staffing Industry Analysts*

*Bryan Peña, VP, Contingent Workforce Strategies & Research, Staffing Industry Analysts*

## Tuesday, March 17

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### CONCURRENT SESSION: Strategy Workshops

#### **Creating Winning Corporate Structures for Growth**

2:15–3:15 pm | Timor Sea | *Sponsored by Essential StaffCARE*

Putting together the right corporate structure is absolutely fundamental to your company's success yet it seems there are almost as many different models as there are staffing firms. Covering everything from the role of the head office to departmental relationships, office network management, corporate governance and corporate communications, this interactive workshop will ensure that, as your company grows, your company structure is both flexible and adaptable enough to cope with new challenges. Staffing Industry Analysts President, Barry Asin, and Executive Director of Global Research, John Nurthen are supported in this interactive workshop by expert staffing consultant Mike Cleland from Charted Path, who advises staffing executives on business planning, sales strategy, process improvement, performance management, compensation plan development, metrics, portfolio creation and more.

Speakers:

*Barry Asin, President, Staffing Industry Analysts*

*Mike Cleland, President, Charted Path*

*John Nurthen, Executive Director, Global Research, Staffing Industry Analysts*

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### **IDEAS IN ACTION | 2:15–3:15 pm**

*Showcasing leading suppliers and their solutions (see pg 12)*

**Bullhorn** | Java Sea 2

**Recruitics** | South China Sea

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### **Networking Break & Exhibits Open**

3:15–3:45 pm | Pacifica 1-6 | *Networking break sponsored by World Wide Specialty Programs Inc.*

## Tuesday, March 17

### CONCURRENT SESSIONS: **Success Story Showcase**

Would you like your firm to grow organically at rates of 20, 30 or 40% or more on a sustained basis? There are staffing firms that are achieving that kind of expansion. How do they do it? Is it sales and marketing savvy, sharp management or something about their company culture? Are their success plans something you could learn from? Executives from four such firms will speak on strategy, tactics and their secret sauce to success.

#### **ALKU**

3:45–4:15 pm | Timor Sea

With a 3rd place in Staffing Industry Analysts' Fastest Growing Staffing Firms ranking for 2014, IT staffing specialist ALKU believes that what sets it apart is specialized knowledge and experience, access to elite consultants, and speed and accuracy, alongside a firm commitment to diversity and an emphasis on charity. Learn how business growth in excess of 70% per annum can be successfully coupled with community involvement and mentoring programs.

Speaker:

*Mark Eldridge, CEO & Founder, ALKU*

#### **Akraya**

3:45–4:15 pm | Pacifica 8, 9, 10

Akraya operates in the IT, engineering and creative & marketing staffing sectors and also provides a number of interesting complementary services. Founded in 2001, a three-year growth record of 44% saw the company recognized on the Inc. 5000 list last year. Come and learn about the secret sauce driving this phenomenal success.

Speaker:

*Pankaj Jindal, CEO, Akraya Inc.*

#### **InGenesis**

3:45–4:15 pm | Pacifica 11, 12

At the top of *Staffing Industry Analysts' Fastest Growing Staffing Firms* ranking for 2014, InGenesis knows all about managing successful growth. Operating across a range of high-growth professional staffing sectors and specializing in large-scale implementations, this Texas-based company has doubled revenue every year since 2009. InGenesis also happens to be one of the largest Hispanic and woman-owned companies in America. If you want to see what high achievement looks like, don't miss this session.

Speaker:

*Veronica Muzquiz Edwards, President/CEO, InGenesis*

#### **Staff Management | SMX**

3:45–4:15 pm | Banda Sea

A perennial inhabitant of *Staffing Industry Analysts' Fastest Growing Staffing Firms* list, Staff Management | SMX has well over \$500 million in annual revenue and continues to grow, now as a part of TrueBlue. With a unique business model that was years ahead of its time and a focus in the light industrial space, there are many lessons to be learned from this industry innovator.

Speaker:

*Joan Davison, President, Staff Management | SMX*

## Tuesday, March 17

### **Transition Break**

4:15–4:30 pm

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### **CONCURRENT SESSION: Alternative Visions**

#### **New Models, New Strategies for IT Staffing**

4:30–5:30 pm | Pacifica 8, 9, 10

We all know how hot the IT staffing market has been over the past few years, which means all the more opportunity for those who can differentiate from the pack by creating innovative strategies and business models. In this session, our panel of experts will share their fresh and unique ideas for capitalizing on a growing market.

Moderator:

*Andrew Braswell, Senior Research Analyst, Staffing Industry Analysts*

Panelists:

*Ross Fernandes, CEO, Q Analysts LLC*

*Dino Grigorakakis, VP, Recruiting, Randstad Technologies*

*Gene Holtzman, President, Mitchell Martin Inc.*

*Pat Patel, CEO, Intelliswift Software Inc.*

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### **CONCURRENT SESSION: Alternative Visions**

#### **Building a Successful Veterans' Program**

4:30–5:30 pm | Banda Sea

Veterans are one of the most overlooked and under-appreciated pools of talent; they offer not only hard skills learned over the course of their military careers—which in many cases include such in-demand areas as healthcare, IT and engineering—but also a can-do attitude, discipline, focus, maturity and adaptability. So how do you create an effective recruiting program to find those talented vets, and how do you find staffing buyers most interested in them? In this session, we'll talk to staffing firms succeeding on both the recruiting and selling sides of this niche business and learn their keys to success.

Moderator:

*Subadhra Sriram, Editor & Publisher, Media Products, Staffing Industry Analysts*

Panelists:

*Steven M. George, Soldier for Life, Southeast Regional Director, US Army*

*Kathy Greco, SVP, Strategic Initiatives, CorTech International*

*Ken Huxley, Regional Manager, Strategic Staffing Solutions*

*Joshua Renick, SVP, Staffing Manager, Enterprise Military Recruiting, Bank of America*

## Tuesday, March 17

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### CONCURRENT SESSION: Alternative Visions

#### **New Marketing Strategies for a New Era in Staffing**

4:30–5:30 pm | Timor Sea

No other part of the organization has been as profoundly affected by recent technological developments as the marketing department and, not surprisingly, many staffing firms are still trying to come to grips with what this really means for their business. The connectivity of the internet, growth of social media and the knowledge now available via big data offers new, cost-effective ways of promoting your firm's services and winning new clients. But what does this new paradigm mean for established marketing methodologies, and what new techniques and strategies should you be exploring to compete effectively in this new era?

Moderator:

*Phil Grabfield, VP, Head of Marketing, Staffing Industry Analysts*

Panelists:

*Jamie Delsing, Managing Partner, Consultis*

*Andrea Edwards, VP, Marketing & Communication, Staffmark*

*Jenifer Lambert, VP, Sales & Marketing, Terra Staffing*

*David Searns, CEO, Haley Marketing*

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### CONCURRENT SESSION: Alternative Visions

#### **Happy Staff Make Money**

4:30–5:30 pm | Pacifica 11, 12

Is the idea of happy staff as a path to profit just some feel-good well-meaning pablum, or is there really something to it? According to Staffing Industry Analysts' research as well as repeated academic studies, it can indeed be a path to profit, perhaps the very best path, if you do it right. It's your staff that does the work, so keeping them—and keeping them in tune with your company mojo—is key. But what exactly does that involve and how much does it cost in time, effort and money? And how do you know if such a plan is working? In this session we'll get to the nuts and bolts of successful employee engagement, what really works and talk to some firms that are prospering because of it.

Moderator:

*Adrienne Nelson, Director, Global Services, Staffing Industry Analysts*

Panelists:

*Dan Campbell, CEO, Hire Dynamics*

*Shawn Handley, SVP, APEX Systems*

*Krisi Rossi O'Donnell, VP, Staffing, LaSalle Network*

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### **Networking Reception & Exhibits Open**

5:00–7:00 pm | Pacifica 1-6 | *Networking reception sponsored by JobDiva*

## Tuesday, March 17

**Ideas in Action** sessions showcase leading suppliers and their solutions to the industry's most pressing challenges.

11:45 am–12:45 pm  
Java Sea 2

**Your Technology Should Bring You Peace of Mind, So You Can Focus on What Matters Most: Your Business Success.** *Presented by erecruit*

Come see erecruit's latest innovations in enterprise staffing software, VMS and onboarding solutions for large staffing firms. From Smart Interactions technology to automated workflow and enterprise-level reporting, learn how some of today's best run firms use erecruit to put their clients and candidates at the heart of their businesses.

11:45 am–12:45 pm  
South China Sea

**The Power of a Social Talent Brand** *Presented by Monster*

As we look to the future of recruiting, Monster is focused on creating technologies that enable recruiters to spend more time working on the "human" side of "human resources" and allow recruiters to do what they do best—spending more time engaging with candidates. In this session, we'll review best practices for managing and leveraging your social talent brand.

1:00–2:00 pm  
Java Sea 2

**JobDiva: Experience a Dress Rehearsal** *Presented by JobDiva*

See for yourself why JobDiva is the global technology leader in staffing. This interactive demonstration will explore JobDiva, a front-to-back-office Talent Acquisition Solution combining ATS, CRM, synchronization with job boards and VMS providers, social media recruiting, financial tools, and more. (All participants will receive a "JobDiva Selfie-Stick" for attending.)

1:00–2:00 pm  
South China Sea

**The Effects of Contracts, Indemnifications & EEOC Rulings on Staffing Firms** *Presented by World Wide Specialty Programs Inc.*

Staffing firms are increasingly asked to provide coverages to their clients that, often times, their clients don't have. Contracts make staffing firms responsible for things that are not within their control. Certificates of insurance are being issued without the coverage that supports the certificate wording. The EEOC is making demands of employers that are vague. Staffing firms' attorneys and the clients' attorneys want to be named on the staffing firm's policy. The staffing firm is paying premiums, paying deductibles, paying legal fees and in instances having to pay claims. Come to this session to get a better understanding of all these issues.

2:15–3:15 pm  
Java Sea 2

**How to Take Advantage of the VMS Opportunity** *Presented by Bullhorn*

Vendor Management Systems (VMS) are rapidly changing the staffing landscape. In this product demonstration, we will explain exactly what this means for staffing firms and how you can take advantage of this \$90 billion market. Hear from Jonathan Novich, head technologist behind Bullhorn VMS Access and consultant to some of the world's largest staffing firms, as he explains the impact of VMS on your business and how you can increase productivity and customer value with the right technology in place.

2:15–3:15 pm  
South China Sea

**Stop Wasting Money: Drive Higher Gross Margin by Optimizing Your Recruitment Marketing Spend.** *Presented by Recruitics*

Recruitics is an analytics and automation platform that makes it easy for companies to achieve amazing results from their recruitment marketing strategy. CEO Ken Clark will demonstrate the power of Recruitics' technology to help you understand how you can eliminate wasted spend from your online campaigns.

## Wednesday, March 18

### **Registration, Networking Breakfast, & Exhibits Open**

7:30–8:30 am | Pacifica 1-6 | *Networking breakfast sponsored by Butler Street Consulting*

### **RECOGNIZING HIGH ACHIEVERS IN THE STAFFING INDUSTRY**

#### **Announcement of Annual Peter Yessne Award Winner and Best Staffing Firms to Work For**

8:30–9:15 am | Pacifica 7

Winners of two prestigious Staffing Industry Analysts awards will be announced, highlighting achievements in the staffing industry. The *Peter Yessne Award* recognizes key industry leaders, and the *Best Staffing Firms to Work For Awards* Sponsored by *Monster* recognize staffing firms with high levels of engagement from their own internal staff and by the temporary workers they place.

Speaker:

*Barry Asin, President, Staffing Industry Analysts*

### **KEYNOTE SESSION**

#### **The Future of Work: Attract New Talent, Build Better Leaders, and Create a Competitive Organization**

9:15–10:30 am | Pacifica 7 | *Sponsored by AkkenCloud*

Jacob Morgan is the principal of Chess Media Group, a firm focused on the future of work and collaboration. He is a consultant, entrepreneur and author of the *The Future of Work and The Collaborative Organization*. In the past, employees had to adapt to managers and managers had to adapt to organizations. In the future this will be reversed with managers and organizations adapting to employees. This means that, in order to succeed and thrive, organizations must rethink and challenge everything they know about work. Morgan's keynote presentation will challenge and inspire you to work differently by addressing how the world of work is changing and the trends driving that change. But more importantly, how are these changes impacting the way employees work, the way managers lead, and how organizations are structured? What needs to be done to adapt to these changes? Using valuable examples, research and unique visuals, Morgan will provide specific principles to adopt in order to stay relevant and competitive in a rapidly changing world.

Speaker:

*Jacob Morgan, Author, The Future of Work; Cofounder FOW Community*

### **Networking Break & Exhibits Open**

10:30–11:00 am | Pacifica 1-6 | *Networking break sponsored by McGriff Seibels & Williams*

### **BOOK SIGNING**

#### **Jacob Morgan**

10:30–11:00 am | Pacifica 1-6, Booth #20 | *Sponsored by AkkenCloud*

## Wednesday, March 18

### CONCURRENT SESSIONS: At the Cutting Edge ...

Our Cutting Edge concurrent sessions have been designed to familiarize you with some of the firms that are pushing boundaries in the staffing industry and leading through innovation.

#### **In Conversation with Chris Hartman, Allegis Global Solutions**

11:00–11:45 am | Pacifica 11, 12

The Allegis Group is arguably the most successful US staffing firm of the past decade and is now the largest staffing firm in the US. Chris Hartman has been there and been a key player in the remarkable story of Allegis. Join Chris, in conversation with SIA's Editor and Publisher of Media Products, Subadhra Sriram, for an exploration of the Allegis story and the factors behind their growth.

Speakers:

*Chris Hartman, President, Allegis Global Solutions*

*Subadhra Sriram, Editor & Publisher, Media Products, Staffing Industry Analysts*

#### **In Conversation with Conor Smith, The BOSS Group**

11:00–11:45 am | Timor Sea

Specializing in the interactive, creative and marketing staffing niche, The BOSS Group has been a recipient of multiple awards during its 25 years in business. With values focused on employee centricity, service excellence, entrepreneurial spirit and passionate performance, the company has grown by getting creative in the sourcing and supply of creative professionals.

Speakers:

*John Nurthen, Executive Director, Global Research, Staffing Industry Analysts*

*Conor Smith, President, The BOSS Group*

#### **In Conversation with John Healy, KellyOCG**

11:00–11:45 am | Pacifica 8, 9, 10

KellyOCG is at the forefront of innovative service delivery around the world. Their talent management solutions include Recruitment Process Outsourcing, Business Process Outsourcing (BPO), Human Resources Consulting, Career Transition and Organizational Effectiveness Consulting, Executive Search and Contingent Workforce Outsourcing (CWO), which includes Independent Contractor Solutions. As clients seek ever-more sophisticated solutions from their staffing suppliers, learn how this global player is stepping up to meet expectations.

Speakers:

*Diana Gabriel, VP, Strategy & Solutions, Staffing Industry Analysts*

*John W. Healy, VP & Managing Director, Kelly Outsourcing and Consulting Group*

#### **In Conversation with Simon Chaffetz, App Academy**

11:00–11:45 am | Banda Sea

App Academy employs a remarkable business model, combining an intensive IT educational bootcamp with a staffing function that places its own graduates. The company doesn't just recruit the IT talent it places—it creates that talent in the first place. Simon Chaffetz, Chief Operations Officer and one of the founding team members of App Academy, will tell the company's success story. Join Simon in conversation with SIA's Jon Osborne, Vice President of Strategic Research to learn about this innovative model with implications not just for the IT space, but potentially for many other areas of talent shortage where bootcamp-style education could deliver much sought-after supply.

Speakers:

*Simon Chaffetz, COO, App Academy*

*Jon Osborne, VP, Strategic Research, Staffing Industry Analysts*

## Wednesday, March 18

### **IDEAS IN ACTION** | 11:00 am–12:00 pm

Showcasing leading suppliers and their solutions (see pg 19)

**AkkenCloud** | Java Sea 2

**People 2.0** | South China Sea

### **Transition Break**

11:45 am–12:00 pm

### **CONCURRENT SESSION: Trends and Opportunities**

#### **Trends and Opportunities in Asia Pacific Staffing Markets**

12:00–1:00 pm | Timor Sea | Sponsored by William Blair & Co.

Staffing markets in the Asia Pacific region probably differ more than in any other continent, ranging from the well-established markets of Australia, New Zealand, Singapore and Hong Kong to younger but highly developed markets such as Japan and emerging markets like India, China, the Philippines, Indonesia and others. While many people understand the wider potential of the region, understanding the potential of the various staffing markets is a much more complex issue given cultural and legislative differences. Join us for a comprehensive tour which will help you unravel the Orient and beyond.

Moderator:

**Rod Hore**, Managing Director, HHMC Australia Pty Ltd.

Panelists:

**Tony Moore**, Managing Director & Cofounder, Boyd & Moore Executive Search

**Praanesh Prasad**, Group CEO, WorkPac Pty Ltd.

**Nick Waterworth**, Executive Chair, Ambition Group

### **CONCURRENT SESSION: Trends and Opportunities**

#### **Trends and Opportunities in the Engineering and Energy Staffing Sector**

12:00–1:00 pm | Pacifica 11, 12 | Sponsored by William Blair & Co.

With the global outlook for both the engineering and oil and gas sectors volatile at the moment, how can staffing firms position themselves to benefit in the long term? In this session, our panel of experts will share their requirements for success in this global sector and give insights on how firms can meet increasing demand given the fierce competition for technical workers and skills gaps in the market.

Moderator:

**Matt Norton**, Research Analyst, Staffing Industry Analysts

Panelists:

**Garrick A. Cooper**, Engineering Practice VP, Volt Workforce Solutions

**Tim McPherson**, President & COO, Nesco Resource

**Janette Marx**, COO, Swift Worldwide Resources

## Wednesday, March 18

### CONCURRENT SESSION: Trends and Opportunities

#### **Trends and Opportunities in Latin American Staffing Markets** (session conducted in Spanish and English)

12:00–1:00 pm | Banda Sea | Sponsored by William Blair & Co.

As one of the world's fastest-growing and dynamic economic regions, Latin America offers many opportunities for the more adventurous staffing firms—but there are also traps for the unwary and the unprepared. Learn about the individual staffing markets across the whole region from Mexico to Chile and what makes them so different (historically, culturally and legally) from staffing markets in North America. This session will be conducted in Spanish and English with slides translated into English.

Moderator:

**Martin Padulla**, Managing Director, Staffingamericalatina

Panelists:

**Andrés Cardemil**, CEO & Founder, Human Net

**Edmundo Escobar**, President, Rolling Personnel

**Eugenio Micheletti**, Director, Emerging Staffing Brokers

**Damián Wachowicz**, Director, Bayton

### CONCURRENT SESSION: Trends and Opportunities

#### **Trends and Opportunities in the Light Industrial Staffing Sector**

12:00–1:00 pm | Pacifica 8, 9, 10 | Sponsored by William Blair & Co.

Industrial staffing, the largest segment in the staffing industry, has experienced a boom over the past five years driven by decreasing unemployment and a recovering economy, especially in manufacturing and construction. In this session, our panel of experts will discuss strategic opportunities and trends in this incredibly large and rapidly growing space. Today's turnkey solution may be tomorrow's forgotten fad. This discussion will help you understand how to position your light industrial staffing business for success in a new era of staffing.

Moderator:

**Timothy Landhuis**, Research Manager, Staffing Industry Analysts

Panelists:

**Tom Bickes**, CEO, EmployBridge

**Michael Doyle**, VP/General Manager, ManpowerGroup

**Derrek Gafford**, CFO, TrueBlue

**Randall Hatcher**, President, MAU Workforce Solutions

### **IDEAS IN ACTION** | 12:00–1:00 pm

Showcasing leading suppliers and their solutions (see pg 19)

**Talent Rover** | Java Sea 2

**Indeed** | South China Sea

### **Networking Lunch & Exhibits Open**

1:00–2:30 pm | Networking lunch sponsored by Citrin Cooperman

### **IDEAS IN ACTION** | 1:15–2:15 pm

Showcasing leading suppliers and their solutions (see pg 19)

**Bond** | Java Sea 2

**Scout Exchange LLC** | South China Sea

## Wednesday, March 18

### CONCURRENT SESSION: Get Practical

#### **Big and Small Data: Using Metrics to Understand and Grow Your Business**

2:30–3:30 pm | Banda Sea

Is your firm as profitable and fast-growing as it could be? Is it functioning well in all respects or are some parts of your organization holding back the rest? The key to answering such questions is data—internal analysis and operational benchmarking against peer companies. In this session, we'll examine operational, profitability and growth metrics, and present proprietary Staffing Industry Analysts' data on "best in class" performance. Join us to benchmark your own firm and super-charge its success.

Moderator:

*Kersten Buck, Director, Strategic Solutions, Staffing Industry Analysts*

Panelists:

*Sean Bisceglia, CEO, Scout Exchange LLC*

*Randy DeHaan, Director, Staffing and Recruiting Analytics, InsightSquared*

*Matt Sigelman, CEO, Burning Glass Technologies*

### CONCURRENT SESSION: Get Practical

#### **20 Big Ideas from Staffing Industry Analysts**

2:30–3:30 pm | Pacifica 11, 12

VP of Strategic Research Jon Osborne has presented his "best of" recommended business opportunities for staffing firms at three of the last five Executive Forums, and each time his sessions have been among the most highly attended and highly rated events of the conference. So he's doing it again—identifying the 20 hottest opportunities for staffing firms to share with you. Come for this rapid-fire session to hear Osborne set forth actionable items, including some low-hanging fruit that you may have passed by as well as some big ideas that you can implement right away to boost your business.

Speaker:

*Jon Osborne, VP, Strategic Research, Staffing Industry Analysts*

### CONCURRENT SESSION: Get Practical

#### **What Technology Can Do for You—CIO Viewpoint**

2:30–3:30 pm | Timor Sea

Adopting cutting-edge technology has become more and more essential for competing in today's staffing market. Having the right technology in place can be a differentiator when it comes to optimizing your candidates' and clients' experiences and running your business as efficiently as possible. It can also equip you and your staff with the data analytics needed to drive revenue growth and productivity. From back-office solutions to front-office systems, mobile applications and more, is your staffing firm's technology keeping up with the times? Our expert panel will discuss how they've leveraged technology to create value and where they see the greatest opportunities and deficiencies in how staffing firms use technology.

Moderator:

*Ziv Tepman, Research Analyst, Staffing Industry Analysts*

Panelists:

*Denis Deet, CIO, Mastech*

*Eric Edelstein, CIO & President, Business Solutions, Nelson*

*John Rosenbaum, CIO, EmployBridge*

*Michael L. Whitmer, Global CIO, Recruit - Staffmark & Advantage Resourcing*

## Wednesday, March 18

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### CONCURRENT SESSION: Get Practical

#### **Options for Lowering Cost and Investing for Growth**

2:30–3:30 pm | Pacifica 8, 9, 10

Back by popular demand, our CFO panel will tackle some of the most critical issues facing staffing executives today. If you are a financial leader of a staffing company or simply have finance questions on your mind, you won't want to miss this session. This year's panel will describe strategies for lowering operating costs throughout your firm and will share ideas for optimizing your investments in personnel, facilities, technology and marketing... maximizing profit as your firm grows.

Moderator:

*Tony Gregoire, Research Director, North America, Staffing Industry Analysts*

Panelists:

*Ron Fuccillo, CFO & Co-founder, Curate Partners*

*Dave Kelly, CFO, KForce Inc.*

*Shawn Poole, President & CFO, EmployBridge*

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### IDEAS IN ACTION | 2:30–3:30 pm

Showcasing leading suppliers and their solutions (see pg 19)

**ZipRecruiter** | Java Sea 2

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### Networking Break & Exhibits Open

3:30–4:00 pm | Networking break sponsored by World Wide Specialty Programs Inc.

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### KEYNOTE SESSION

#### **Building a World Class Sales Organization**

4:00–5:15 pm | Pacifica 7 | Sponsored by Indeed

Revenue is the life-blood of a staffing firm—it's what pays the bills—and it's the sales team that generates that revenue. So how do you build a top-notch sales team, and how do you even know when you have one? In this session, Jack Daly discusses sales team recruiting, retention, compensation and performance measurement. No one knows more about how to build a world-class sales team—Jack will tell you just how you can do it, too.

Speaker:

*Jack Daly, Professional Sales Coach*

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### BOOK SIGNING

#### **Jack Daly**

5:15–6:00 pm | Pacifica 1-6, Booth #47 | Sponsored by Indeed

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### Networking Reception & Exhibits Open

5:15–7:00 pm | Pacifica 1-6 | Networking reception sponsored by Bullhorn

## Wednesday, March 18

**Ideas in Action** sessions showcase leading suppliers and their solutions to the industry's most pressing challenges.

11:00 am–12:00 pm  
Java Sea 2

### **The Importance of Talent Branding and Talent Nurturing Automation** *Presented by AkkenCloud*

Employer branding is critical to compete in today's talent economy. Why? Statistics indicate that a company's talent brand is twice as likely to drive job consideration as its company brand. A strong brand can reduce the cost per hire by as much as 50%. 71% of company followers on LinkedIn are interested in receiving updates about new openings at your company. In this session, you will learn how AkkenCloud can help you improve your talent brand and increase your talent nurturing pool.

11:00 am–12:00 pm  
South China Sea

### **Solutions That Drive Success** *Presented by People 2.0*

In this session, People 2.0, the largest supplier of back-office staffing solutions for the staffing industry will address the road blocks that keep many staffing companies from reaching their true potential. Join us to learn how your company can be positioned for scalable and efficient long-term growth.

12:00–1:00 pm  
Java Sea 2

### **Tired of Being Tied Down by Your Mouse?** *Presented by Talent Rover*

Talent Rover makes staffing and recruitment software the way it should be: simple, mobile, devoted to increasing efficiency and profitability across the entire workflow. Built by recruiters for recruiters, Talent Rover eliminates tedious processes and repeated data entry so that recruiters can spend less time dealing with technology and more time making placements. Talent Rover also gives firms a competitive edge with real-time dashboards and recruitment-specific software integrations.

12:00–1:00 pm  
South China Sea

### **Indeed Hiring Lab** *Presented by Indeed*

The Indeed Hiring Lab is a global research institute committed to advancing the knowledge of human resource and talent management professionals worldwide. Find out how Indeed is leveraging its unique data to produce large-scale labor research projects and ongoing analysis specific to your industry.

1:15–2:15 pm  
Java Sea 2

### **Unified ACA Compliance Management for Staffing** *Presented by Bond*

The Affordable Care Act puts a big administrative burden on staffing agencies. Learn how Bond AdaptSuite staffing and recruiting software can help you take control and manage your ACA compliance with the least possible effort and the highest accuracy. See how AdaptSuite with ACA compliance management integrates seamlessly with world-class talent search and placement and sales CRM to give you the edge in profitable staffing and recruiting.

1:15–2:15 pm  
South China Sea

### **More Job Orders and More Money All Within Your ATS** *Presented by Scout Exchange LLC*

Using performance-based matching technology, Scout recommends new jobs you can fill based on your profile and past hiring experience. Seamlessly integrated into Bullhorn, PCR recruiter and Sendouts, and completely free to access, Scout's technology helps you work on more qualified job orders from leading global companies. As a result, Scout makes it possible for you to become more profitable by reaching new clients, with no business development efforts.

2:30–3:30 pm  
Java Sea 2

### **Get Your Job in Front of Millions Fast, with One Click.** *Presented by ZipRecruiter*

ZipRecruiter offers the fastest way to get a job listing in front of millions of candidates. Join us for a live demo of our web-based platform that streamlines the hiring process by enabling companies to post jobs to 50+ job boards with one click, at a fraction of the cost.

## Thursday, March 19

### **Registration, Networking Breakfast, & Exhibits Open**

7:30–8:00 am | Pacifica 1-6 | *Networking breakfast sponsored by Capital Consulting*

### **KEYNOTE SESSION**

#### **Next Level Leadership**

8:30–10:00 am | Pacifica 7 | *Sponsored by 1218 Inc.*

Our final keynote of the Executive Forum will prepare leaders to thrive in today's increasingly connected, competitive business environment. Rated as one of "the best keynote speakers ever heard" by *Meetings & Conventions* magazine, Ryan Estis challenges conventional thinking on business performance and teaches companies and contributors how to thrive in this ultra-competitive, hyper-connected environment we know as the new normal.

As our workforce and customers evolve, the approach to effective leadership also needs to transform. Traditional command and control leadership is giving way to a more connected, collaborative and flexible approach to managing people and performance. This interactive keynote will deliver new ideas, information and actionable insights that leaders will be able to leverage immediately to drive productivity and performance. The outcome of this keynote will be leaders who are prepared to capture employee commitment, elevate productivity and performance and drive business growth.

Speaker:

*Ryan Estis, Business Performance Expert*

### **Networking Break & Exhibits Open**

10:00–10:30 am | Pacifica 1-6 | *Networking break sponsored by TechServe Alliance*

### **CONCURRENT SESSION: Outside Perspectives**

#### **The Wall Street View**

10:30–11:30 am | Pacifica 8, 9, 10

As a \$400 billion+ industry sector, the global staffing industry and its publicly held firms are closely studied by analysts at the world's leading investment firms. In this session, our Wall Street analysts will describe the key factors that drive growth and profitability among today's publicly held staffing firms, as well as strategies and tactics that you can use to boost your firm's performance and value. The analysts will also share their view on secular growth drivers, the current economic cycle, and their near- and long-term outlooks for the industry.

Moderator:

*Timothy Landhuis, Research Manager, Staffing Industry Analysts*

Panelists:

*Paul Ginocchio, Managing Director, Deutsche Bank*

*Mark S. Marcon, Managing Director, R. W. Baird & Company Inc.*

*Jeff Silber, Managing Director, BMO Capital Markets*

## Thursday, March 19

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### CONCURRENT SESSION: Outside Perspectives

#### **The Academic View**

10:30–11:30 am | Timor Sea

Staffing Industry Analysts isn't the only organization that provides research on contingent labor. A number of universities also provide research and insights into temporary staffing. So what does the world of academia make of the staffing industry and what can we learn from their insights and analysis? Adam Pode and Susan Houseman provide a different perspective on the mechanics driving the growth of temporary labor in the United States.

Speakers:

*Susan Houseman, Senior Economist, W.E. Upjohn Institute*

*Adam Pode, Director, International Research and Analysis, Staffing Industry Analysts*

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### CONCURRENT SESSION: Outside Perspectives

#### **The Opposition View**

10:30–11:30 am | Pacifica 11, 12

Some believe that the values of temporary employment have been greatly overstated, and the negative impact on workers, the economy, and the United States as a whole have been largely ignored. They argue that the precarious nature of temporary work leads to exploitation, undermines wages and compromises workplace safety. Our panel for this controversial session includes some of the most vocal critics of the American staffing industry. Is there any validity in their arguments and can we find any common ground? You be the judge. Come and make your voice heard for what promises to be a lively and contentious debate.

Moderator:

*Bryan Peña, VP, Contingent Workforce Strategies and Research, Staffing Industry Analysts*

Panelists:

*David DeSario, Founder, Temporary Employees, LLC*

*George Gonos, Professor of Sociology and Labor Studies, Florida International University, Center for Labor Research and Studies*

*Michael Muñoz, National Coordinator, National Staffing Workers Alliance*

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### **Transition Break**

11:30–11:45 am

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### CONCURRENT SESSION: Threats and Opportunities in a Brave New World: Future State **Death of the Staffing Industry; The Rise of AI & Robotics**

11:45 am–12:45 pm | Timor Sea

It has been predicted that 47% of all US jobs are under threat from automation over the next 10 to 20 years. In looking at how this might impact the staffing industry, Staffing Industry Analysts' research suggests that the impact on temporary jobs will be even more severe—and you may be very surprised to find out which sectors of the industry will be hurt most. So what will it mean for your company as it seeks growth when the demand for human labor begins to decline? Will enough new jobs be created to replace those that disappear? Can you adapt your services to meet a new type of demand, and what exactly does it mean for the role of the agency recruiter? Join us for a detailed analysis of what may just be the biggest threat the staffing industry has ever faced.

Speaker:

*John Nurthen, Executive Director, Global Research, Staffing Industry Analysts*

Thursday, March 19

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**CONCURRENT SESSION: Threats and Opportunities in a Brave New World: Future State Towards the Staffing Singularity—The Evolution of Total Talent Management**

11:45 am–12:45 pm | Pacifica 11, 12

Many believe that the next stage of evolution in contingent procurement will lead to the dawn of “Total Talent Management” (TTM) though many are simply grappling with the terminology and few have really begun to properly embrace the concept. Spurred by organizational bifurcation and the rising importance of contingent workers, this model seeks to integrate the respective management of permanent hires and contingent workers by HR and Procurement functions. TTM is a holistic and proactive approach that properly evaluates the various options for getting work done and aligns hiring needs fully to strategic workforce planning. TTM presupposes that RPO and MSP will begin to blend alongside the technologies that support them, VMS and ATS. While a few staffing companies may have the scale to step up and meet these much more complex client requirements, what does it mean for the rest? In looking at this important emerging trend, Staffing Industry Analysts’ President, Barry Asin, is joined by Ron Mester, CEO of ERE Media, the go-to source for information and conferences for human resources and internal recruiters.

Speakers:

*Barry Asin, President, Staffing Industry Analysts*

*Ron Mester, President & CEO, ERE Media*

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**CONCURRENT SESSION: Threats and Opportunities in a Brave New World: Future State The Human Cloud: It’s Raining Men—and Women**

11:45 am–12:45 pm | Pacifica 8, 9, 10

The Human Cloud takes a number of different forms, encompassing online staffing platforms that match freelancers with projects, crowdsourcing firms that enable work assignments to get parsed-out and performed by a far-flung “crowd” of independent workers, and online services that facilitate the delivery of certain specialized services performed by a managed group of online workers. From modest beginnings, this segment currently has the strongest growth out of any part of the staffing industry, and Staffing Industry Analysts forecasts that it could be a \$46 billion industry by 2020. In 2014, awareness of the Human Cloud was raised further when a number of staffing firms began to make investments in the space. So, beyond the hype, how much of a threat is all this activity to the standard staffing model, and what is the realistic potential of harnessing it to complement your business? Learn about the innovative business models taking shape and emerging in the cloud that are about to start raining down on your business.

Moderator:

*David Francis, Research Associate, Staffing Industry Analysts*

Panelists:

*Constantine Anastasakis, Director, Business Development, Fiverr*

*Matt Cooper, CEO, Visual.ly*

*Mynul Khan, CEO, Field Nation*

*Chirag Mehta, CEO, NextCrew*

*Colleen Tiner, SVP, Product Management, Beeline*

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**2015 Executive Forum Concludes**

12:45 pm