



2021 Virtual Global Conference Agenda

April 14-15 | Zoom

7-Apr-2021

Weeks of April 5-9 and 12-16, 2021 - Practice Group Meetings

Practice Groups Leaders are encouraged to host a longer Practice Group meeting with a more in-depth agenda. The focus of the meeting should be topics of importance to the group, like the structure of the group meeting, how to grow the group, how to create more splits and other pertinent topics. We will look to make sure these are staggered so that recruiters in multiple Practice Groups can attend all the ones they wish to attend.

Wednesday, April 14, 2021

Time (US Eastern)	Session	Facilitator(s)
2:30PM - 3:00PM	Networking Event - Everyone Welcome!	All Participants
3:00PM - 3:05PM	Welcome to the Global Virtual Conference	Engagement Team
3:05PM - 3:10PM	Welcoming Remarks	Jason Elias, Chair
3:10PM - 4:10PM	Keynote: How to Supercharge Productivity in a Volatile Market	Intro: Laura LaBine Speaker: Gary Stauble
4:10PM - 4:15PM	Sponsor Introduction: Headcount Management	Michele Medley
4:15PM - 4:35PM	Finding Split Partners: What Importers and Exporters Expect	Facilitator: Marcia Bateman Importer: Rio Montoya Exporter: Gary Banks
4:35PM - 5:25PM	How to Write Great Job Advertisements	Intro: Pam Robison Speaker: Katrina Kibben
5:25PM - 5:35PM	Sponsor Introduction: PCRecruiter	Ryan Wilson
5:30PM - 5:55PM	Tech Tools to Save Time and Money	Jason Elias James Harman
5:55PM - 6:00PM	Daily Take-Aways	John Clutten

Thursday, April 15, 2021

Time (US Eastern)	Session	Facilitator(s)
2:30PM - 3:00PM	Networking - Everyone Welcome!	All Participants
3:00PM - 3:05PM	Welcome Message	Dave Nerz, President
3:05PM - 4:00PM	Keynote: When Hiring Partners Hinder Hiring, with Q&A	Intro: Tim Lane Speaker: Katrina Collier
4:00PM - 4:05PM	Sponsor Introduction: Interseller	Dan Mochel
4:05PM - 4:40PM	Top Producers Panel	Facilitator: Laura LaBine Panelists: Patrick Long, Mike Pettit, Paul Reino
4:40PM - 4:50PM	NPAworldwide Works! • Placement Statistics	Dave Nerz, President
4:55PM - 5:00PM	Daily Take-Aways	Gary Patton
5:00PM - 5:15PM	2020 Awards Presentation	Kelsea Bischoff
5:15PM - 5:35PM	Champagne Cocktail Toast	Tim Laird - America's CEO

Thursday, April 15, 2021 - For Owners & Managers ONLY

Time (US Eastern)	Session	Facilitator(s)
5:45PM - 5:50PM	Welcome to Owners & Managers	Jason Elias, Chair
5:50PM - 6:05PM	2021 Annual Meeting Business Session • See separate agenda	Executive Committee Owners
6:05PM - 6:10PM	Recognition of Outgoing Officer Bill Benson	Dave Nerz
6:10PM - 6:20PM	Owner Round Tables Update	Jim Lyons
6:20PM - 6:40PM	Director Updates	Board Directors
6:40PM - 7:00PM	Open Discussion / Feedback Session	All Participants
7:00PM - 7:01PM	• Close	Jason Elias, Chair

About Our Featured Speakers



Gary Stauble, How to Supercharge Productivity in a Volatile Market

Staying focused, positive, and productive is not easy in a volatile market. Gary has created a new training to help you move from "overworked and overwhelmed" to laser-focused and productive.

You'll learn:

- 5 strategies for getting out of a slump and into action
- How and why to send "Warm Up Emails"
- An easy way to boost your call output by 30%
- The key difference between a \$200K biller and a \$500K biller
- How to create a powerful "Boot-Up Sequence" to your day
- How to use Habit Stacking to get traction with your tasks
- A simple hack for destroying call reluctance
- Specific metrics you can use to hit your financial goals
- How to use "If/then planning" to boost productivity
- And much more

ABOUT GARY:

Gary is the founder of The Recruiting Lab. He provides firm owners with the training, tools and support to become top performers. You can download his Complimentary Report, "\$1 Million Time Management" on his website. In the report, you'll learn 9 Time Management Secrets of a \$1 Million Producer.

Get the full scoop at www.TheRecruitingLab.com.



Katrina Kibben, It's Not You; It's Your Job Post: How To Write Better Job Postings

Most job searches begin at the job post. They are the currency of recruiting - you must have one to hire. This is the moment when we can have a significant influence on a candidate that makes them not only apply but want to work with us. And in most cases, this moment will crash and burn because so many job posts still start with a copy and paste instead of candidate consideration.

So how are you going to improve your job posts and stand-out in a world of look-a-likes and brands that claim to be "different?" By writing better job posts for people, not machines.

You'll learn how to:

- Recognize what works and what doesn't in your job posts—including how to spot well-written skills-related bullets to attract the right candidates
- Research job titles and increase traffic to your posts
- Hone your writing skills to improve response rates to your job postings, including responses for those hard-to-find candidates and passive job seekers from diverse backgrounds
- And more!

ABOUT KATRINA:

Katrina Kibben believes your first impression on candidates starts at the job post. Many small businesses and companies struggle to find their recruiting voice and craft less-than-appealing job postings. As CEO of Three Ears Media and a featured expert in recruiting and HR, Katrina takes a unique, strategic approach to help companies rewrite candidate experience content, overhaul job descriptions, and attract more qualified applicants.



Katrina Collier, When Hiring Partners Hinder Hiring

Let's stop calling them hiring managers! As a recruiter, your job is to partner with the business to find the best person for your roles and it's a team effort. So what do you do when they undo all of your hard work or refuse to give you the time you need to be effective? When writing *The Robot-Proof Recruiter*, Katrina Collier realised that you'll only succeed if you start with a proper intake strategy session to understand the role and gain the hiring partner's buy-in so they don't become an obstacle to great recruitment.

In this session, Katrina will share:

- Why poor hiring partner behaviour is detrimental to future recruitment
- What steps you can take to make leaders realise it's time to change
- The number one thing you need to remember to succeed

ABOUT KATRINA:

Katrina Collier is on a mission to get *all* the people who recruit people to treat people better. Through facilitation, she energises human connection and shows companies how to free their human-made recruitment obstacles; improving candidate engagement, reducing candidate ghosting, and ensuring that all parties deliver a positive candidate experience. She is the author of *The Robot-Proof Recruiter* and *Mastermind Certification*, and delivers keynote talks that inspire recruiters, HR, and hiring managers to improve the recruitment experience for everyone. Katrina is also the host of *The Hiring Partner Perspective (Undedited)* podcast.

She is also the founder of DisruptHR London, and an Ambassador for Hope for Justice, which aims to end modern-day slavery. You'll find her on LinkedIn, Facebook, Twitter and Instagram @KatrinaMCollier.