

2nd

CAMPUS RECRUITMENT

Best-in-class strategies and techniques for attracting, recruiting and retaining top graduates

February 1 & 2, 2010, Toronto Two-Day Event!

"Great! Very informative."

- Delegate,
2009

*"Learned new techniques
that will be able to be
implemented immediately."*

- Delegate,
2009

Workshop Included: On-Campus Recruiting

participating organizations

Canadian Association of Career Educators and Employers
CIBC
Development By Design
Everest Management Network Inc.
Guberman, Garson, Bush
Institute of Chartered Accountants of Ontario
KPMG LLP
Manulife Financial
Mosaic
The McQuaig Institute®
University of Toronto

who should attend

Senior Executives, Vice-Presidents, Directors and Managers in: Human Resources, Campus Recruitment, Recruitment & Retention, Recruitment Technology, Staffing & Workforce Planning, Training and Development, Organizational Development

course highlights

- Identify talent attraction strategies for new graduates
- Find out how to create a brand that will position your organization as an employer of choice to top graduates
- Get the latest on incorporating online recruiting into your campus recruitment process
- Discover how to use behavioural and psychometric testing to accurately measure a graduate's suitability for your organization
- Get up-to-speed on the growing role and importance of immigration in recruiting foreign graduates
- Hear about practical strategies and techniques to develop your onboarding process

Course Leader
Chelsea
Newton,
Mosaic



Margaret
Clarke,
Manulife
Financial



Sue Edwards,
Development
By Design



Jon French,
Institute of
Chartered
Accountants
of Ontario



Michael
Gravelle,
CHRP, The
McQuaig
Institute®



Joel S.
Guberman,
Guberman,
Garson, Bush



Amal Kandar,
CIBC



Isabelle Morin,
CA, CHRP,
KPMG LLP



Blanca
Scanlon-
Sharpe,
Everest
Management
Network Inc.



as well as:

Anne Markey,
Canadian
Association of
Career
Educators and
Employers

Cynthia Bishop,
University of
Toronto

FACULTY

COURSE LEADER

CHELSEA NEWTON

Chelsea Newton is the Senior Employment Brand Manager at Mosaic, the largest experiential marketing and outsourced sales company in Canada. She develops and runs all sourcing programs for Mosaic and clients both nationally and internationally. Her specialty is the young adult market as she markets job opportunities to students on 30 Canadian campuses to hire over 4,500 students a year for Mosaic.

JON FRENCH

Jon French is Associate Director, Career Information at the Institute of Chartered Accountants of Ontario. He joined the ICAO in 2001 and is responsible for the promotion of the CA designation across Ontario. He is heavily involved with CACEE, sitting the National Board of Directors as Treasurer and Secretary.

ANNE MARKEY

Anne Markey is Executive Director, Canadian Association of Career Educators and Employers. Her previous work experience includes managing a university co-op and career centre.

ISABELLE MORIN

Isabelle Morin is a Senior Manager at KPMG in Toronto. In 2006, she took on a new role as the Senior Manager responsible for National Campus Recruitment. She is responsible for the overall development, implementation and coordination of the campus recruitment strategy, programs and initiatives for the firm.

BLANCA SCANLON-SHARPE

Blanca Scanlon-Sharpe is a Recruitment Consultant with Everest Management Network Inc. She works closely with the Director of Recruitment Services to place individuals across Canada with some of the top Fortune 500 companies and international financial services firms.

CYNTHIA BISHOP

Cynthia Bishop is Director, Student Life, Career Services and Alumni at Rotman Commerce, University of Toronto. Cynthia has held the top positions on the CACEE National Board as President Elect, President, and currently as Past President.

CO-LECTURERS

MARGARET CLARKE

As a Manulife representative for campus recruitment, Margaret Clarke acts as a subject matter expert with the various Business Unit recruitment committees. She uses her in-depth knowledge of both internal and external best practices in the development of programs designed to attract and retain top student talent.

SUE EDWARDS

Sue Edwards coaches leaders ranging from senior executives of Fortune 500 multinational corporations to business owners and partnership teams for mid-sized businesses. She has developed an international reputation for her work with leaders integrating into an organization (onboarding) or being promoted to a significantly more challenging level of leadership, Clearing the 90-Day Hurdle™.

MICHAEL GRAVELLE

Michael Gravelle is the Managing Director of The McQuaig Institute®, an International Organization committed to helping companies assess, select and develop talent. He has helped a number of companies make smarter people decisions by developing more thorough, objective assessments of job candidates.

JOEL S. GUBERMAN

Joel Guberman is a senior partner with Guberman, Garson, Bush and has been practising in the field of immigration law for over thirty years. He advises his clients on immigration issues related to conducting business across international borders. He advises on various matters including North American free trade, treaty investors and treaty traders, and other issues related to worldwide skilled worker immigration.

AMAL KANDAR

Amal Kandar is the Senior Manager for Campus Recruitment Programs at CIBC and a member of CIBC's Diversity & Resourcing Leadership Team. She oversees all campus recruiting activities for CIBC including wholesale banking. She has held a number of roles within Human Resources at CIBC with progressive responsibility and leadership.

COURSE PROGRAM

PANEL DISCUSSION: CAMPUS RECRUITMENT IN 2010

Join in this panel discussion on campus recruitment trends and tips, where audience questions are welcome. Participants are recruiter members of the Canadian Association of Career Educators and Employers (CACEE), who are experts in the on campus recruitment of new graduate hires and intern/co-op students. Whether you are new to the campus recruitment function or a seasoned professional, you will walk away from this interactive session with up to date information.

- Latest developments in campus recruitment
- Best practices and lessons learned
- Results from the 2009 CACEE Campus Recruitment and Benchmark Survey

TARGETING GRADUATES THROUGH INNOVATIVE BRANDING

Successful companies do a great job of marketing their product brand to consumers. But do they do as good a job of marketing their employment brand to prospective graduates? Usually not. Yet branding your company as an employer of choice is key to effective recruitment, particularly when your target market is young and impressionable.

- Evaluating the health of your organization's employment brand
- Incorporating the organization's vision, values and management approach into branding/marketing material
- Developing the right message and creative content
- Determining the best communication tools and marketing mix to establish your brand

EFFECTIVE ATTRACTIONS STRATEGIES FOR GRADUATES

A major challenge for organizations today is attracting the best talent as the age profile in the workforce shifts. This requires developing strategies to appeal to the needs of the generation of new graduates. Is your organization ready to meet the new priorities of graduates entering the workforce?

- The defining characteristics of today's graduates: key factors that resonate most with prospective new hires
- Tactics to attract younger workers: providing more than just an attractive salary package
- Developing clear career options for graduates

USING THE INTERNET FOR CAMPUS RECRUITMENT

Internet recruiting has become one of the most effective tools that your company can use when looking to attract the new wave of young graduates. Moreover, using the Internet is faster and cheaper than many traditional methods of recruiting since it allows for the identification of a larger number of candidates than previously possible, automation of the screening process and advertisement to potential targets.

- The future of online employment marketing
- Integrating your technology solutions into your workforce planning system
- Streamlining campus recruitment processes through e-recruitment: improving resumé capture and processing
- Online graduate sourcing techniques
- Current media options to raise brand awareness

WEB 2.0 RECRUITING & USE OF SOCIAL NETWORKING

Web 2.0 has increased the opportunities available to employers for reaching and attracting graduates. But in the rapidly changing world of Web 2.0, how do you determine what would be the most effective techniques to efficiently attract and uncover candidates using social networking sites? This session will examine:

- Using social networking sites to establish an employer brand that will resonate with new graduates
- Best practices for extracting real value from social networking site recruiting efforts
- New technologies being used for campus recruitment
- Trends in millennial social networking activities
- The pros and cons of Web 2.0 recruiting

IMPLEMENTING AN ONBOARDING PROGRAM

In light of the tight labour market and increased mobility of employees, an effective campus recruitment strategy must include elements that will increase the prospects of new graduate recruits staying with your company for the long term. One manner of achieving this is by ensuring that your new hires feel welcomed and integrated into the organization as early as possible. Establishing an effective onboarding program can act as a catalyst for early integration, significantly higher productivity and higher retention of graduates.

- The changing employment landscape and why onboarding matters more now than ever before
- Developing the onboarding strategy
- The role of all stakeholders in effective onboarding
- Effective communication of the business objectives, missions and beliefs of the new employer
- Best practices and practical approaches for the first year
- Ongoing orientation throughout a graduate recruit's career

BEHAVIOURAL TESTING AND PSYCHOMETRIC TESTING

Leading organizations are using a variety of testing methods in order to find the top talent from today's graduate pool, as no single selection method can satisfactorily assess job seekers. These assessment tools include behavioural testing, psychometric testing and emotional intelligence testing, one-on-one interviews, role plays and delivering presentations, which allow the employer to improve the accuracy and quality of the graduate selection process.

- Behavioural and psychometric testing best practices
- Differences between graduate entry and executive assessment
- How behavioural and psychometric assessments can offer predictive intelligence that will improve the quality of your hires and drive retention
- Developing behavioural interview questions: determining if the graduates have the right behavioural factors for your organization

THE ROLE & IMPORTANCE OF IMMIGRATION IN GRADUATE RECRUITMENT

The federal government has launched a number of recent initiatives that are meant to facilitate the immigration of talent into Canada. For instance, the "Canadian Experience Class" program has been designed to attract certain temporary foreign workers and foreign student graduates with Canadian work experience. This presentation will review the role and importance of immigration in graduate recruitment.

- Responding to Canada's labour market needs while making Canada a more attractive destination for skilled international students
- Acknowledging international students' time in Canada and contribution to Canadian society as a factor of eligibility for immigration
- Canadian Experience Class program: Canadian experience as a key selection factor
- Elements of the Post-Graduation Work Permit Program
- Establishment of the Foreign Credentials Referral Office
- Increased investments in language training and other programs and services aimed at helping newcomers successfully settle and integrate into their new communities

LINKING WORKFORCE PLANNING WITH CAMPUS RECRUITMENT

Long-term workforce planning starts with the recruitment process and as such should be integrated with campus recruitment efforts to assist your organization in securing the talent needed for ongoing success.

- Identifying and prioritizing gaps between the current and future workforce profile
- Developing and implementing campus recruitment strategies to address these gaps and surpluses
- Assessing future needs of your organization to determine campus recruitment needs
- Maintaining data warehouses, tracking retirement scenarios, managing talent pools and assessing the talent supply dynamics of your industry

WORKSHOP

ON-CAMPUS RECRUITING

Traditional on-campus recruiting can be expensive and inefficient. While larger companies can still use on-campus recruiting, this tool, in its traditional form, can be cost prohibitive for smaller enterprises in terms of travel and staff time. What steps can be taken to make this key graduate recruitment tool is accessible to all?

- Key strategies for raising your on-campus profile efficiently
- Best practices for planning a successful campus campaign
- Developing relationships with top performing students
- Best practices for career fairs
- Maximizing the on-campus interview

MULTIMEDIA PRESENTATIONS

Register for Campus Recruitment and we will give you free of charge a CD-ROM comprising the following virtual presentations from recent Federated Press courses and conferences. Presented in their entirety with complete audio and accompanying PowerPoint slides totaling 674 minutes of expert learning, these presentations are an added bonus to this year's course. Bear in mind that these presenters are not necessarily those that you will see and hear at this year's course.

Winning the War for Talent

Tom Wise,
Meridian Credit Union
Time: 41 Slides: 26

Aligning Recruitment and Retention with Long-Term Business Goals

Tim Rutledge,
IQ Partners Inc.
Time: 43 Slides: 11

Recruiting Top Talent in a Changing Labour Market

Gabriel Bouchard,
Monster Canada
Time: 58 Slides: 28

Dealing with a Leadership Shortage

Bronwen Morgan,
Sunnybrook Health Sciences Centre
Time: 24

Effective Recruitment Change Management

Jesper Bendtsen & Fiona Noyes,
Hudson Talent Solutions
Time: 35 Slides: 26

Pre-employment Screening

Graeme Eastmure,
Safeguard Security & Investigation Services Ltd.
Time: 18 Slides: 27

Responding to a Leadership Shortage: Accelerating the Readiness of High Potentials and Succession Candidates

Kathy Brooks,
Hay Group
Time: 62 Slides: 26

Understanding the Legal Framework for Recruiting & Retention

Brian D. Mulroney,
Borden Ladner Gervais LLP
Time: 54 Slides: 23

Transforming an Organisation's Recruitment: From Just-In-Time to Strategic

Cheryl Anne Smith,
The Ottawa Hospital
Time: 28 Slides: 25

Implementing a Metrics Program to Address Talent Challenges at Kinross Gold

Tara Wiseman,
Kinross Gold Corporation
Time: 32

Effective attraction strategies for graduates

Georgina Mouratidis,
Ceridian Canada, Ltd
Time: 43 Slides: 16

On-Campus Recruiting

Chris Jones,
Deloitte & Touche LLP
Time: 60 Slides: 14

Obtaining senior management buy-in for campus recruitment initiatives

Chris Jones,
Deloitte & Touche LLP
Time: 46 Slides: 14

Retaining your new graduate recruits

Stacey Karpman,
Future Electronics Inc.
Time: 46 Slides: 15

Linking workforce planning with campus recruitment/ Implementing an onboarding program: best practices in onboarding to reduce turnover

Paul Hamilton,
Rogers Communications Inc.
Time: 84 Slides: 4



Registration: To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

Location: Metropolitan Hotel, 108 Chestnut Street, Toronto, Ontario, M5G 1R3

Cost: The attendance fee for the course is \$1825 per person and covers attendance for one person and the lecturers' presentation material. The fee further includes lunch on both days, morning coffee on both days and refreshments during all breaks. You may purchase a Proceedings CD-ROM containing edited actual proceedings and materials from the course.

Time: This course is a two-day event. Registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at 4:00 p.m.

Cancellation: Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received prior to January 18, 2010. No refunds will be issued after this date. Please note that a 15% service charge will be held in case of a cancellation.

Discounts: Federated Press has **special team discounts**. Groups of 3 or more from the same organization receive a **10%** discount. Groups of 7 or more from the same organization receive a **15%** discount.

Payment must be received prior to January 25, 2010

Phone: 1-800-363-0722 Toronto: (416) 665-6868 Fax: (416) 665-7733

TO REGISTER FOR CAMPUS RECRUITMENT

Name _____
 Title _____ Department _____
 Approving Manager Name _____
 Approving Manager Title _____
 Organization _____
 Address _____
 City _____ Province _____ Postal Code _____
 Telephone _____ Fax _____ e-mail _____
 Please bill my credit card: AMEX VISA Mastercard
 # _____ Expiration date: ____ / ____
 Signature : _____
 Payment enclosed: Please invoice. PO Number: _____

WHEN CALLING, PLEASE MENTION PRIORITY CODE: MAIL COMPLETED FORM WITH PAYMENT TO:
 Federated Press P.O. Box 4005, Station "A"
 Toronto, Ontario M5W 2Z8

2CRT1002/E

REGISTRATION COSTS

NUMBER OF PARTICIPANTS:
 COURSE: \$1825
 COURSE + PROCEEDINGS CD-ROM:
 \$1825 + \$125 = \$1950
 PROCEEDINGS CD-ROM: \$499
 NOTE: Please add 5% GST to all prices.
 Proceedings CD-ROM will be available 60 days after the course takes place
 Enclose your cheque payable to Federated Press in the amount of:

 GST Reg. # R101755163
 PBN#101755163PG0001
 For additional delegates please duplicate this form and follow the normal registration process