

YOUR FACULTY HEAR FROM EXPERIENCED LEADERS



Ross Johnston, Executive Director,
Co-operative Education,
UNIVERSITY OF WATERLOO



Natalie Hickes,
Global Talent Marketing Lead,
SCOTIABANK



Julia Duffy, Director,
Talent Strategist & Workforce
Planning, **PYTHIAN**



Melodie Hughes Molina,
Partner,
PwC LAW LLP



Andrea Gilbrook,
Talent Lead,
CANADIAN DIGITAL SERVICE



Dave D'Oyen,
Inclusion and Innovation Builder,
SHOPIFY



Jay Zaidi,
Head of Talent,
RANGLE.IO



Meera Makim Cunningham,
Lead, Internal Operations
THE CANADIAN DIGITAL SERVICE



John Fleischauer,
Talent Lead,
PIVOT AND EDGE



Christina Anderson, CHRP Global
Programs & Talent Acquisition
Operations Manager, **PYTHIAN**



Martin Hauck,
Head of Talent,
COINSQUARE



Lauren Mark,
Campus Program Manager,
TD BANK



Aamna Contractor,
Product Owner, People Experience,
TELUS DIGITAL



Kylie Hurst RPR, Talent Advisor,
Training & Communications Lead,
YOU.I TV



Julia Hurrelmann, Talent Acquisition
Diversity & Inclusion Specialist,
SHOPIFY

Tech Talent Acquisition

*Re-thinking talent acquisition strategies for tech sector
candidates*

January 29-30, 2019 • Ottawa, Ontario

Receive authoritative instruction to combat the tech talent employment crisis

- ✓ Bureaucracy hacking strategies
- ✓ How to organize hackathons and alternatives
- ✓ Learn about which industries are being hit hardest and how talent acquisition professionals can anticipate these challenges
- ✓ How to stay educationally ahead of your competition
- ✓ Talking tech language when you don't know tech
- ✓ Understanding your needs for the benefit of your applicant
- ✓ Aligning upper-management with a digital talent strategy
- ✓ Implications of information sharing platforms like Glassdoor: Using transparency as strategy
- ✓ Product management as a talent acquisition necessity
- ✓ Screening in vs. screening out
- ✓ How to get the most out of online talent acquisition
- ✓ Anchor hiring and tech team acquisition strategies
- ✓ How to address assessment fatigue
- ✓ Viewing candidates as clients
- ✓ Typical mistakes made recruiting elite workers
- ✓ How businesses have misunderstood hiring for diversity
- ✓ AI as a tool to remove biases
- ✓ Changing the future landscape of a diverse workforce through grassroots initiatives
- ✓ Understanding immigration law, how Canadian businesses can take advantage of global socio-economic and political instabilities
- ✓ Aligning with computer science programs worldwide
- ✓ Misunderstanding the iGeneration; what graduates really look for
- ✓ Gamification in the hiring process
- ✓ Open/Crowd Sourcing through Meetup, Github, Kaggle, TopCoder, and StackOverflow
- ✓ Machine learning and Psychometrics
- ✓ Addressing fear, uncertainty, and doubt surrounding talent acquisition technology
- ✓ Leveraging AI and Big Data in the talent acquisition process

REGISTER TODAY!

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Tech Talent Acquisition

JANUARY 29 – 30, 2019 • Ottawa, Ontario

DAY ONE PROGRAM AGENDA: TUESDAY, JANUARY 29, 2019

7:30 – 8:30 Registration and Continental Breakfast

8:30 – 8:40

Welcome and Opening Remarks from the Chair
Dave D'Oyen, Inclusion and Innovation Builder, Shopify

8:40 – 9:40

Reimagining Recruitment: How to Attract (and Retain) the Next Generation of Tech Talent

Ross Johnston, Executive Director, Co-operative Education, University of Waterloo

- Building and promoting a desirable culture of innovation
- Reaching Millennials and Gen Z in their ideal spaces
- Using diversity as a crucial tool to fill your talent pipeline
- Leveraging tech to hire for tech roles
- Harnessing psychometrics and AI to identify the right candidate

9:40 – 10:00

Networking Break



10:00 – 11:00

Bureaucracy Hacking: Instilling Change in the Face of Red Tape

Andrea Gilbrook, Talent Lead at Canadian Digital Service

Meera Makim Cunningham, Lead, Internal Operations, Canadian Digital Service

- Aligning upper-management with a digital talent strategy
- Instilling a mission as a way to overcome financial constrictions
- Bureaucracy hacking strategies
- Building a start-up within the government
- The sense of mission that will drive better candidates

11:00 – 12:00

Viewing Talent Acquisition as Product Management: An Avenue into Agile Acquisition

Aamna Contractor, Digital HR Transformation, Telus

- Product Management as a talent acquisition necessity
- Five ways we can adopt a Product Management mindset
- Treating candidates as customers and building out a thorough candidate journey
- Agile Talent Acquisition (Traditional Recruitment vs Agile Acquisition)
- How to build a more agile recruitment process

12:00 – 1:15

Luncheon Break

1:15 – 2:15

Reimagining the Online Talent Acquisition Process: Targeting the Right Tech Candidates

Jay Zaidi, Head of Talent, Rangle.io

- Wasting capital by hiring the wrong people
- Screening in vs. screening out
- How to get the most out of LinkedIn (online) talent acquisition
- Anchor hiring and team acquisition strategies
- What soft-skills you actually need to look for

2:15 – 2:30

Networking Break



2:30 – 3:30

Assessment Strategies that won't Alienate your Most Promising Candidates

Natalie Hickee, Recruitment Lead - Digital Factory, Scotiabank

- Shifting away from standard hiring protocols in an effort to avoid assessment fatigue
- Stories from Scotia Digital Factory
- Assessment techniques that are changing the game
- Leveraging assessment as branding, viewing candidates as clients
- Viewing candidates as clients

3:30 – 4:30

Confronting Unconscious Biases: Arguing for Diversity in the Tech Sector

Dave D'Oyen, Inclusion and Innovation Builder, Shopify
Julia Hurrelmann, Talent Acquisition Diversity & Inclusion Specialist, Shopify

- Exploring biases within the talent acquisition process
- Using name blinding, voice distortion, language identifying software for more diverse talent acquisition
- Shopify's unique approach to innovative inclusion practises
- Android bootcamp
- Leaky Pipelines
- Real world examples from other tech companies

4:30

End of Day One

OTTAWA, ONTARIO
EVENT LOCATION: OTTAWA, ONTARIO

Tech Talent Acquisition will be held at a convenient downtown location in Ottawa, Ontario Detailed venue information will be forthcoming as it becomes available.

Register Now!

Call 1.800.474.4829

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Tech Talent Acquisition

JANUARY 29 – 30, 2019 • Ottawa, Ontario

DAY TWO PROGRAM AGENDA: WEDNESDAY, JANUARY 30, 2019

7:30 – 8:30 Registration and Continental Breakfast

8:30 – 8:40

Opening Remarks from the Chair

Dave D'Oyen, Inclusion and Innovation Builder, Shopify

8:40 – 9:40

Accessing Diversity beyond the iGeneration: Improving your Brand through Grassroots Initiatives

Julia Duffy, Director, Talent Strategy & Workforce Planning, Pythian

Christina Anderson, CHRP Global Programs & Talent Acquisition Operations Manager, Pythian

- Diversity in Tech and Pythian's Mission for 2020
- Roadmap 2018
- Grassroot initiatives, including Female Mentor Program
- Key Metrics & Performance on Plan
- Lessons Learned & Key Takeaways

9:40 – 10:00

Networking Break



10:00 – 11:00

Leveraging Immigration: The Global Workforce

Melodie Hughes Molina, Partner, PwC Law LLP

- Barriers in finding global tech talent
- Understanding the basics of Canadian immigration law, including commonly used categories to hire global talent in the tech industry
- How Canadian businesses can take advantage of global socio-economic and political instabilities
- Hiring global talent in a changing immigration landscape

11:00 – 12:00

Understanding the Candidate Point of View: From University to Workforce

Lauren Mark, Campus Talent Program Manager, TD Bank Group

- Cyber education (Engineering, computer science) recruiting
- Co-op programs
- Misunderstanding the iGeneration
- What graduates really look for
- Dissolution of the career; how to accommodate a 'gig' mentality

12:00 – 1:15

Luncheon Break

1:15 – 2:15

Hacking Tech For Sourcing Productivity

Martin Hauck, Head of Talent, Coinsquare

- Tools to help you schedule your day/meetings
- Tools to help you stay focused, organized and track your time
- Tools to help you automate repetitive tasks on your phone and computer
- How to use all the above tools together from the eyes of a recruiter

2:15 – 2:30

Networking Break



2:30 – 3:30

Employee Advocacy: Tech Recruitment and Retention

John Fleischauer, Talent Lead, Pivot and Edge

- Referral based economy
- Crowdsourcing for candidates
- Building referral networks
- Internal programs that promote retention
- Learning and Development investments

3:30 – 4:30

Gamification: How Game Mechanics Attract Top Talent

Kylie Hurst RPR, Talent Advisor, Training & Communications Lead, You.i TV

- Why gamification needs to be a key part of your recruitment strategy
- Strategize: what do you hope to get out of this campaign (i.e hire, build pipeline, retain talent)?
- How to work your budget and do a lot with a little
- How to Roll it out: assemble your army, designate roles & jobs, build momentum
- Recruit-ainment: engage your audience & make noise
- Companies doing Gamification right

4:30

End of Conference

WHO SHOULD ATTEND THIS EVENT

- Hiring Managers
- Talent Acquisition Specialists
- Human Resource Professionals
- Staffing Specialists
- Recruitment Managers
- Learning and Development Managers
- Training Specialists
- Placement Managers
- International Human Resource Associates
- Human Resource Consultants
- Chief HR Officers
- Chief Information Officers
- HR Directors
- IT Team Leaders

Tech Talent Acquisition

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TOP THREE REASONS WHY YOU SHOULD ATTEND THIS EVENT:

- Don't get left behind on fast-paced changes in tech recruitment
- Get varied perspectives on sourcing, recruiting and retaining top talent
- Actionable, practical take-aways to improve your action plan

WHO SHOULD ATTEND THIS EVENT:

- Chief HR Officers
- Chief Information Officers
- HR Directors, Managers, Recruiters
- IT Team Leaders

REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

1 PRINT YOUR NAME AND CONTACT INFORMATION

Mr./Ms./Mrs. _____ Title _____

Organization _____

Name of Approving Manager _____ Title _____

Address _____

City _____ Province _____ Postal Code _____

Telephone () _____ Ext _____ Fax () _____

Email address _____

Company's main line of business _____ Number of Employees: _____

2 SELECT YOUR PREFERRED PAYMENT METHOD

| Prices subject to HST. | FULL PRICE | Register by October 26 |
|--------------------------|--------------|------------------------|
| Course for Groups of 3 + | \$2,199 each | \$1,799 each |
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| Course for 1 Registrant | \$2,399 each | \$1,999 each |

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Toronto, Ontario M5H 2V6

LOCATION:

Tech Talent Acquisition will be held at a convenient downtown location in Ottawa which could include the Ottawa Conference and Event Centre or the Radisson Hotel Parliament Hill. Detailed venue information will be forthcoming as it becomes available.

YOUR REGISTRATION INCLUDES:

Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

SPONSORSHIP, EXHIBITION, AND PROMOTIONAL OPPORTUNITIES:

Increase your visibility with tech-sector and human resources professionals at Tech Talent Acquisition. A limited number of sponsorship options are available.

Contact our sponsorship department by telephone at 1.800.474.4829, ext. 224, or by email at sponsorship@infonex.ca.

CANCELLATION POLICY:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and email to register@infonex.ca or fax to 1-800-558-6520 **no later than January 15, 2019**. A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue.

Registrants who cancel after **January 15, 2019**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel **by January 15, 2019** and fail to attend will be liable for the entire registration fee.

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