

RECRUITMENT DEVELOPMENT INSTITUTE WORKSHOPS AND WEBINARS

— 2010 —



MAKE TODAY THE BEGINNING OF A *better future*

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ABOUT PERSONIFIED™

Personified is the leader in talent intelligence. Through our dedicated partner, CareerBuilder.com, we have unmatched access to the behaviors, needs and opinions of talent, which lets us provide fresh insight no other consulting company can deliver.

We also provide benchmarking based not only on your marketplace competitors but also on your talent competitors. We determine your rivals for future top employees.

Overall, we transform your workforce by delivering actionable talent strategies that provide short- and long-term value for your business and your employees. We empower you to make sustainable changes that will help you become an employer of choice.

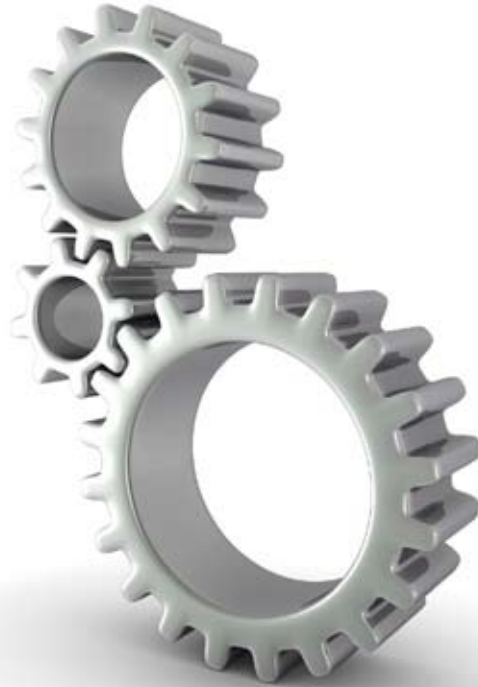
Your workforce is your company's most valuable asset. It determines how effectively you address business challenges and build your bottom line. Let us turn your employees into your strongest competitive advantage.

ABOUT CAREERBUILDER®

CareerBuilder is the global leader in human capital solutions, helping companies target and attract their most important asset – their people. Its online career site, CareerBuilder.com®, is the largest in the United States, with more than 23 million unique visitors, 1 million jobs and 32 million resumes. CareerBuilder works with the world's top employers, providing resources for everything from employment branding and data analysis to HR consulting. More than 9,000 Web sites, including 140 newspapers and broadband portals such as MSN and AOL, feature CareerBuilder's proprietary job search technology on their career sites. Owned by Gannett Co., Inc. (NYSE:GCI), Tribune Company, The McClatchy Company (NYSE:MNI) and Microsoft Corp. (Nasdaq: MSFT), CareerBuilder and its subsidiaries operate in the United States, Europe, Canada and Asia.



Personified reserves the right to cancel the workshop 14 days prior/webinar 2 days prior to the scheduled date should Personified not receive the minimum number of required registered participants. In the event of the foregoing, Client will receive a refund for any payments made for a workshop/webinar that is canceled by Personified.



CONTINUOUS LEARNING AND DEVELOPMENT

is critical to improving the productivity of any recruitment team and, in turn, improving the quality of hires. Hiring top talent goes beyond finding candidates with the right skills and backgrounds; it means hiring candidates who are a good fit culturally and who will further the success of your company today and tomorrow.



Our trainings are PHR®, GPHR®, SPHR® re-certification approved through the HR Certification Institute. Number of credits depends on the course chosen.

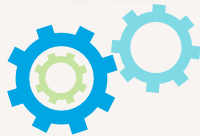
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About the RECRUITMENT DEVELOPMENT INSTITUTE

BUILD A BETTER FUTURE DON'T JUST COMPETE FOR THE RIGHT PEOPLE — WIN THEM.

ENHANCE YOUR SKILLS IN RECRUITING TOP TALENT for your organization with a Recruitment Development Institute Workshop (RDIW) or Recruitment Webinar (RW). These unique trainings for recruiters and HR professionals, provide best-practice techniques to improve your recruiting productivity and, ultimately, reduce costs by increasing your quality of hires.

Each full-day workshop (RDIW) has been approved for 6½ recertification credit hours; each half-day workshop (RDIW) has been approved for 4 hours, and each webinar (RW) has been approved for 2 recertification hours toward PHR®, GPHR®, and SPHR® recertification through the HR Certification Institute. For more information about certification or recertification, please visit the HR Certification Institute homepage at www.hrci.org.



“fantastic!!!
It was a great confirmation of current processes that we have in place and a great wealth of new information for us to consider as well. Great energy and flow as well!!! Kudos!! Thanks so much!!!”

Senior Recruiter,
Human Resources Officer
TCF Bank

On the following pages you will find detailed descriptions of each of our full-day or half-day workshops. Each workshop strategically groups together three or more modules intended to gain the recertification credits you are looking for. Also find dates and descriptions for our abbreviated trainings held via webinar, which offer the opportunity to accomplish part of the content offered during our full-day trainings.



RECRUITMENT DEVELOPMENT INSTITUTE

Workshops (RDIW)

In the full-day or half-day workshop section you have the option to choose which series of grouped modules fits your needs best, or you can work with us to create your own custom training specifically tailored to your organization (see page 35 for more details about our customized training).

Each full-day workshop has been approved for 6 ½ credit hours and each half-day workshop has been approved for 4 hours toward SPHR[®], PHR[®] and GPHR[®] recertification through the HR Certification Institute. For more information about certification or recertification, please visit the HR Certification Institute homepage at www.hrci.org.

**REGISTER FOR THREE (3) OR MORE
FULL-DAY WORKSHOPS AND PAY
\$850 PER PERSON PER WORKSHOP***

Regular price: \$1,000 per participant per workshop

*Must buy 3 or more workshops at the time of present purchase to qualify for the discount. Does not apply to future purchase.

WHAT'S INCLUDED

FULL-DAY WORKSHOP:

- 7 hours of training
- Networking Breakfast
- Participant Guide
- Lunch
- Beverage Bar
- Midday Snack

HALF-DAY WORKSHOP:

- 4 hours of training
- Participant Guide
- Afternoon Snack
- Beverage Bar

RECRUITMENT DEVELOPMENT INSTITUTE *Workshops (RDIW)*

RECRUITER SERIES #1 – ONE-DAY WORKSHOP

Price: \$1,000/participant

Max capacity per workshop: 30 participants

This full-day training will cover the following modules:

FOUNDATIONAL LEARNING

In today's competitive marketplace, taking time to examine the hiring process from multiple perspectives puts you at a distinct advantage over your competition. The Fundamental Module of the Recruitment Development Institute's Program is the basis for the modules that follow. It is designed to help you tailor your approach to recruiting by examining the process from four distinct vantage points: Candidate, Hiring Manager, Recruiter, and Team. Understanding how these components work, both independently and in tandem with each other, increases the effectiveness and value of your recruitment function.

CANDIDATE MANAGEMENT

More often than not, your candidates assume that 100 percent of your focus is on placing them in a new job. Learning how to manage their expectations in order to create the best possible experience for everyone involved is an essential part of the Recruiter Development Program. In this module you will take a deep dive into the candidate management stages and walk away with a better understanding of how these stages relate to the hiring process. Learn how to provide solid candidate feedback, leverage your relationship with the candidate to strengthen your control over the hiring process, and position your candidate for future opportunities. In addition, learn techniques that will help foster your post-hire relationship with the candidate, help you address any candidate complaints, and prepare you to know when to walk away from a candidate.

INTERVIEWING SKILLS, TIPS AND TECHNIQUES

Even when you've found that "perfect" candidate, that person still has to make it through the interview – the one part of the process that's entirely out of your hands. (Or is it?) In this module, learn how to develop good interviewing skills with your internal clients. From exploring different interview formats to providing valuable strategies and tips, you'll learn numerous ways to prepare your candidates and hiring managers to have their best interviews possible. This isn't just about how to prepare for interviews, however; you'll also learn how to identify interview traps and discover methods to counter these traps for a more effective search process and high-impact candidate care.

Our trainings are PHR®, GPHR®, SPHR® re-certification approved through the HR Certification Institute. Number of credits depends on the course chosen.

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HOW YOU WILL BENEFIT

- Walk away with a defined process to manage your recruitment process
- Clarify roles and responsibilities for your recruitment process and the parties involved
- Learn how to overcome recruitment issues by creating a strong candidate care process
- Use the candidate management process to gain valuable insight from the hiring managers
- Know how to position candidates to succeed not only within the recruiting process but also within the organization
- Foster a more productive recruiting and interviewing process through stronger candidate management skills
- Increase the quality of interviewing for your organization by identifying the right interview approach according to the hiring manager
- Develop a stronger candidate experience by providing a standard interview process that all candidates receive
- Learn how to effectively use telephone screening and other methods to filter out unqualified applicants
- Understand the pitfalls many interviewers fall into

WHAT YOU WILL LEARN

- How to analyze the recruiting process from multiple points of view
- How to influence others in the recruitment process
- How to foster positive relationships by creating a culture of accountability
- To create a relationship of trust and knowledge with candidates that allows you to close every offer
- How to gain credibility and become a true partner to your hiring managers
- Techniques that will prepare your candidate to outperform others without giving them the inside track
- How to utilize interviews to clarify meaning and verify information to minimize poor hiring decisions
- How to utilize your internal clients' time effectively by narrowing your field of candidates with fewer activities
- How to ask the right questions to find the information you need and avoid interview traps
- To identify different types of interviews available and the best uses for each.
- Be legal — appropriate vs. inappropriate interview questions

WHO SHOULD ATTEND: Recruiters of all levels of experience and disciplines

RECRUITER SERIES #1 – ONE-DAY WORKSHOPS DATES & LOCATIONS

CITY	LOCATION*	DATE(S) & TIMES	REGISTRATION DEADLINE
Atlanta	Georgia Tech Hotel	Tuesday, January 26 8:30 a.m. - 4:30 p.m.	Thursday, January 14
Houston	The Houstonian Hotel	Tuesday, February 25 8:30 a.m. - 4:30 p.m.	Thursday, February 18
Cleveland	Cleveland Marriott Downtown at Key Center	Thursday, March 25 8:30 a.m. - 4:30 p.m.	Thursday, March 18
Orlando	Westin Image Orlando	Thursday, April 1 8:30 a.m. - 4:30 p.m.	Thursday, March 25
New York	Millennium Broadway Hotel	Thursday, April 8 8:30 a.m. - 4:30 p.m.	Thursday, April 1
St. Louis	The Westin St. Louis	Thursday, April 15 8:30 a.m. - 4:30 p.m.	Thursday, April 8
Miami	InterContinental Hotel	Thursday, May 13 8:30 a.m. - 4:30 p.m.	Thursday, May 6
Seattle	Sheraton Seattle Hotel	Thursday, May 27 8:30 a.m. - 4:30 p.m.	Thursday, May 20
Chicago	CareerBuilder Downtown Headquarters	Tuesday, June 22 8:30 a.m. - 4:30 p.m.	Tuesday, June 15
D.C.	Westin Grand	Tuesday, July 27 8:30 a.m. - 4:30 p.m.	Tuesday, July 20
Cincinnati	Millennium Hotel Cincinnati	Thursday, July 29 8:30 a.m. - 4:30 p.m.	Thursday, July 22
Nashville	Willis Conference center	Thursday, August 19 8:30 a.m. - 4:30 p.m.	Thursday, August 12
Los Angeles	Pacific Palm Resort	Thursday, September 09 8:30 a.m. - 4:30 p.m.	Thursday, September 2
Dallas	Cooper Guest Lodge & Conference Center	Wednesday, October 20 8:30 a.m. - 4:30 p.m.	Wednesday, October 13
Philadelphia	Crowne Plaza Philadelphia downtown	Tuesday, November 2 8:30 a.m. - 4:30 p.m.	Tuesday, October 26

*Location subject to change, For up-to-date information, visit www.careerbuilder.com/RDI

RECRUITMENT DEVELOPMENT INSTITUTE
Workshops (RDIW)

RECRUITER SERIES #2 – ONE-DAY WORKSHOP

Price: \$1,000/participant

Maximum participants: 30

This full-day training will cover the following modules:

MANAGING THE HIRING MANAGER

Your relationship with the hiring manager is the key to an effective hiring process. The more you understand each other, the more adept you will be in understanding what he or she is looking for in a candidate. One of the most important components in the recruiting process is the ability to manage your hiring manager. In this module, the Recruiter Development Program outlines how you can gain as much control and leverage as possible from the onset of the requisition. Once you lead the process, you'll be able to meet and exceed all the expectations for this hire. You will learn how to renegotiate your relationship with the hiring manager so there's nothing standing between you, the hiring manager, and the best hire. This module will bring you a fresh perspective on: executing "kickoff meetings" that define performance expectations, prescreening the candidate pool, and preparing your hiring manager to utilize "buying" and "selling" skills during interviews.

INDIVIDUAL RECRUITMENT PLAN

This module shows the value of focusing on "pre-work" in order to prepare for your next recruitment project, with numerous time-saving tips designed to allow greater efficiency at the beginning of any search. You will learn how to utilize several different sourcing tools that get your search off to a great start, how to interpret recent candidate trends and their impact on your recruiting plan, and how to improve your ability to market any position with compelling postings and descriptions.

TIME & WORKLOAD MANAGEMENT

Don't you sometimes wish there were more hours in a day? The Time and Workload Management module gives you tips on how to categorize your work into four groups, enabling you to focus on what is most important. Understanding how to correlate these four work groups into steps within the recruiting process will allow you to better plan your time. Moreover, being able to prioritize your work and time will give you the ability to negotiate smarter time trade-offs so you can focus on the task at hand without negatively impacting other projects.

Our trainings are PHR®, GPHR®, SPHR® re-certification approved through the HR Certification Institute. Number of credits depends on the course chosen.

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HOW YOU WILL BENEFIT

- Discover effective ways to communicate and create accountability with hiring managers
- Understand ways to gather the information vital to your success
- Choose the most effective strategies to handle even the most difficult hiring manager relationships
- Connect successfully with internal clients whose communication styles may differ from those of yours and others within the recruitment process
- Get away from doing business as usual and use every requisition as a chance to develop a plan of attack for the specific requisition, hiring manager, location and time frame
- Create a partnership with your hiring managers to understand the true needs of each position
- Create a culture of accountability with your internal clients
- Develop tailored approaches for each recruiting opportunity
- Learn techniques for time management and ongoing career development
- Gain the ability to develop a working model to deliver efficiently across all activities

WHAT YOU WILL LEARN

- How to create a true partnership with your internal clients through the hiring process
- How to define the hiring manager's roles within the recruitment process
- How to leverage accountability to create an efficient recruitment and onboarding process
- How to overcome resistant hiring managers without creating delays
- Ways to leverage information and your process to decrease time-to-fill
- How to develop strong requisition stage practices to ensure optimal candidates are interviewed each time
- How to create a dynamic job advertisement to entice job seekers to apply
- How to create a candidate pipeline
- How to prioritize your requisitions
- How to use sourcing tools that will save you time
- How to develop performance expectations, Service Level Agreements (SLAs)
- How to read resumes and find clues that identify strong candidates
- How to differentiate your individual plan from the overall recruiting plan
- How to recognize and deal with a time waster
- Ways to break indecision and procrastination habits
- How to create priorities and establish realistic boundaries

WHO SHOULD ATTEND: All recruiting and staffing professionals who interact with hiring managers or internal staffing clients and who have multiple open requisitions and responsibilities.

RECRUITER SERIES #2 – ONE-DAY WORKSHOP

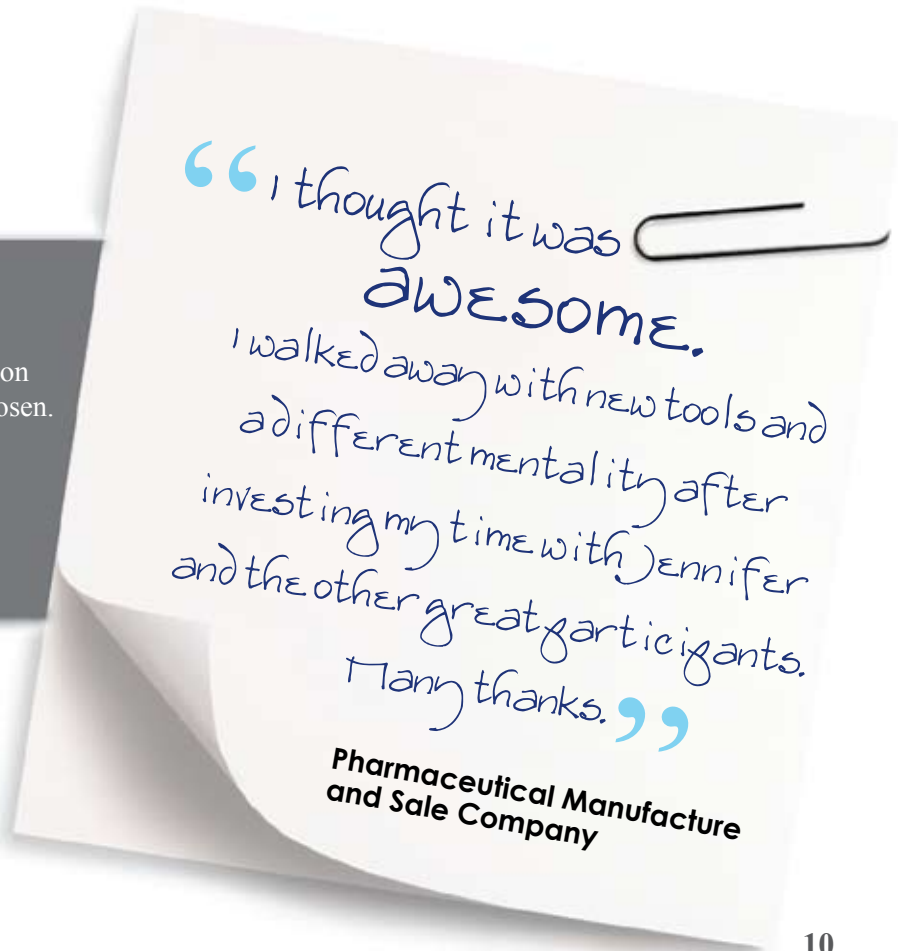
DATES & LOCATIONS

CITY	LOCATION*	DATE(S) & TIMES	REGISTRATION DEADLINE
Denver	Renaissance Denver Hotel	Tuesday, February 23 8:30 a.m. - 4:30 p.m.	Tuesday, February 16
Los Angeles	Pacific Palms Resort	Thursday, March 4 8:30 a.m. - 4:30 p.m.	Thursday, February 25
Atlanta	Georgia Tech Hotel & Conference Center	Thursday, April 22 8:30 a.m. - 4:30 p.m.	Thursday, April 15
Dallas	Cooper Guest Lodge and Conference Center	Thursday, June 3 8:30 a.m. - 4:30 p.m.	Thursday, May 27
New York	Millennium Broadway Hotel	Thursday, August 26 8:30 a.m. - 4:30 p.m.	Thursday, August 19
Chicago	CareerBuilder Downtown Headquarters	Thursday, September 16 8:30 a.m. - 4:30 p.m.	Thursday, September 9

*Location subject to change. For up-to-date information, visit www.careerbuilder.com/RDI

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RECRUITMENT DEVELOPMENT INSTITUTE
Workshops (RDIW)

RECRUITER SERIES #3 – ONE-DAY WORKSHOP

Price: \$1,000/participant

Maximum participants: 30

This full-day training will cover the following modules:

CLOSING THE DEAL

Closing a candidate is a practice, not an event. Closing is about making sure everyone involved has had expectations properly set. We often relate the “closing” phase to the “offer” phase in the recruitment process. By waiting until that point to utilize closing techniques, we risk poor results and, all too often, find ourselves surprised. In this module, participants examine techniques and examples of how to be closing throughout the entire hiring process. Participants will also learn the essentials of both creating influence with and articulating value to potential employees.

TURNING COLD CALLS INTO WARM CALLS

The Human Genome project found that humans are only 0.0003 percent different from one another – but that little variance makes a big difference. The same goes for communication; little things can make a big difference in the perceptions that people have about us and our organizations when we are presenting new opportunities to them. It is important as recruiters to have the best possible skills to communicate with candidates and stand out from the crowd. Strong candidate relationships often make the difference in a candidate’s decision process regarding which opportunity to take. In this module, we will learn how to engage in relationships by looking at the cold calling process and techniques from three perspectives: candidate, recruiter, and hiring partner.

Our trainings are PHR®, GPHR®, SPHR® re-certification approved through the HR Certification Institute. Number of credits depends on the course chosen.

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HOW YOU WILL BENEFIT

- Leverage your data gathering techniques and candidate management skills to drive higher acceptance rates
- Recognize candidate closing issues early in the process to achieve higher closing ratios
- Overcome candidate resistance by creating a win-win solution
- Gain trust from hiring managers by effectively trailing offers with candidates
- Learn planning and preparation techniques that remove emotion from the process
- Discover ways to get past gatekeepers ethically and effortlessly
- Learn conversation starters that build rapport and help you qualify as you talk
- Learn to build messages your prospects will respond to
- Discover irresistible hooks and scripts that convince executives and passive candidates to take your call

WHAT YOU WILL LEARN

- How to identify the steps for closing a candidate
- Techniques to pre-close candidates that will uncover hidden issues
- How to pre-close the hiring manager to ensure hiring decisions
- How to understand the negotiation principles utilized in hiring decisions
- How to create contingency plans for recruitment process challenges
- How to use cold calling to build engaging relationships with candidates
- How to determine the best ways to organize your pipeline of candidates
- How to create dialing scripts that provide results
- Powerful ways to overcome objections from candidates
- Ways to blueprint organizations to develop candidate pipelines
- How to understand candidate wants and preferences in the recruitment process

WHO SHOULD ATTEND: All recruiting and staffing professionals who are responsible for creating quality sourcing pools or talent pipelines and for interacting with hiring managers and candidates to either extend offers or prepare the hiring manager to extend offers of employment.

CITY:	LOCATION:	DATE(S) & TIMES:	REGISTRATION DEADLINE:
Philadelphia	Hotel Palomar Philadelphia	Thursday, January 21 8:30 a.m. - 4:30 p.m.	Thursday, January 14
Minneapolis	Hotel Ivy	Thursday, March 11 8:30 a.m. - 4:30 p.m.	Thursday, March 4
Atlanta	Georgia Tech Hotel	Wednesday, July 14 8:30 a.m. - 4:30 p.m.	Wednesday, July 7
New York	Millennium Broadway Hotel	Thursday, October 28 8:30 a.m. - 4:30 p.m.	Thursday, October 21
Detroit	Westin Southfield	Wednesday, November 17 8:30 a.m. - 4:30 p.m.	Wednesday, November 10

*Location subject to change. For up-to-date information, visit www.careerbuilder.com/RDI



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RECRUITMENT DEVELOPMENT INSTITUTE
Workshops (RDIW)

RECRUITER SERIES #4 – ONE-DAY WORKSHOP

Price: \$1,000/participant

Maximum participants: 30

This full-day training will cover the following modules:

RECRUITING AN INCLUSIVE WORKFORCE

There is an ongoing war for high-quality talent in every industry. Any organization that intends to win has to understand two things. First, that it is a global war for talent. And second, if you intentionally or unintentionally restrict your search for talent in any way – by race, gender, national origin, sexual orientation or any other factor – you’re providing your competition the edge they need to win. In this module, you will learn the essentials of recruiting for an inclusive workforce, as well as ways to message your unique employer value proposition to all candidates across various groups and communities.

GENERATIONAL RECRUITMENT & RETENTION

Cutting-edge organizations recognize the importance of tailoring recruitment efforts to attract and retain top talent at all career levels. Relating to and understanding what speaks to the various generations that comprise the workforce is one of the greatest challenges recruiting organizations face today. In this module, you will learn best practices for successful recruitment as it relates to Generations X and Y and the entering Generation Z. In addition, the session will cover the retention of baby boomers as they look to alter their work/life balance in the twilight of their careers.

HOW YOU WILL BENEFIT

- Discover powerful communication techniques that turn recruitment interactions into positive and educational activities
- Foster positive candidate interactions with all members of the recruitment activity by appropriately positioning your organization's diversity and inclusion programs
- Provide candidates a diversity/inclusive value proposition about your organization's culture
- Develop postings that will educate candidates and entice them to learn more about your organization
- Refine your cultural and recruitment messages to attract and hire the most talented people across all generations
- Recognize different styles of communication that speak to each generational group
- Discover techniques for finding candidates across all experience levels
- Improve recruiting skills with hiring managers by giving them a generational frame of reference

WHAT YOU WILL LEARN

- How to define diversity and inclusion and how it relates to your organization
- To identify the business case for diversity within your organization
- How to develop an inclusive employer value proposition to use in your recruiting initiatives
- How to create recruitment strategies that will focus on diverse candidates
- Best practices for diversity recruitment
- How to understand the different characteristics of each generational group
- How to create recruitment plans tailored to each generation in the workforce
- Communication and work approaches for each generation
- How to identify the most impactful sourcing tools to use for each generation and the job factors to which they can relate
- How to develop communication strategies that provide optimal outreach for your organization

WHO SHOULD ATTEND: All recruiting and staffing professionals who interact with candidates, hiring managers and/or internal staffing clients and who are responsible for creating quality candidate pools or interviewing candidates.

RECRUITER SERIES #4 – ONE-DAY WORKSHOP DATES & LOCATIONS

CITY:	LOCATION:	DATE(S) & TIMES:	REGISTRATION DEADLINE:
New York	Millennium Broadway Hotel	Thursday, February 11 8:30 a.m. - 4:30 p.m.	Thursday, January 14
D.C.	Westin Grand	Thursday, May 20 8:30 a.m. - 4:30 p.m.	Thursday, May 13
Atlanta	Georgia Tech Hotel & Conf Center	Thursday, October 7 8:30 a.m. - 4:30 p.m.	Thursday, September 30
Cincinnati	Millennium Hotel Cincinnati	Thursday, November 4 8:30 a.m. - 4:30 p.m.	Thursday, October 28
Miami	InterContinental Hotel	Wednesday, December 8 8:30 a.m. - 4:30 p.m.	Wednesday, December 1

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RECRUITMENT DEVELOPMENT INSTITUTE
Workshops (RDIW)

RECRUITER SERIES #5 LEVEL ONE

HALF-DAY WORKSHOP

(See p. 19 for level 2)

Price: \$450/participant

Maximum participants: 30

This half-day training will cover the following module:

SOCIAL NETWORKING SOURCING STRATEGY– LEVEL 1

Sourcing candidates is an evolutionary process. What worked a year ago, six months ago or even last month may not provide you optimal results today. This trend has been intensified by the wide adoption of the ever-changing social and professional networking sites. In this module, we will take a closer look at what differentiates the sites, examine their candidate reach, and discuss how to best use them in your recruiting process. We will also learn to execute best practices for developing your organization's employer value proposition on social networking sites, searching for candidates using these sites, and networking with candidates, so you can utilize this low-cost solution for a high return on candidates.

HOW YOU WILL BENEFIT

- Understand and demonstrate the key players in social recruiting and how they benefit your team
- Create marketing campaigns that generate traceable ROI for your organization
- Understand the value of building strong networks
- Understand how social media can help you win more clients
- Create an online buzz about your professional experience and your organization
- Build relationships, networks and online communities
- Drive more quality traffic to your Web site and outrank your competitors
- Leverage social networks to build an employment brand that creates a viral funnel of talent
- Create a presence in the virtual world that will attract both active and passive candidates
- Provide guidance to your recruitment team by creating social media strategies

WHAT YOU WILL LEARN

- Discover the powerful recruitment tools available in social media
- The benefits and best practices of recruiting via social media platforms
- How to educate potential job seekers and clients about your organization
- How to connect with candidates via multiple communication styles on one platform
- Real-world examples of companies who are already doing this, the successes they have had, and the challenges they have encountered

WHO SHOULD ATTEND: All recruiting, staffing, marketing and HR professionals responsible for creating employment brand messaging and sourcing candidates.

RECRUITER SERIES #5 LEVEL ONE HALF DAY WORKSHOP DATES & LOCATIONS

CITY:	LOCATION:	DATE(S) & TIMES:	REGISTRATION DEADLINE:
Dallas	Cooper Guest Lodge & Conference Center	Thursday, January 28 7:45 a.m. - 12:30 p.m.	Thursday, January 21
Chicago	CareerBuilder Downtown Headquarters	Tuesday, February 2 7:45 a.m. - 12:30 p.m.	Tuesday, January 26
Boston	Boston Marriott Copley Place	Tuesday, March 23 7:45 a.m. - 12:30 p.m.	Tuesday, March 16
Detroit	Westin Southfield	Thursday, May 6 7:45 a.m. - 12:30 p.m.	Thursday, April 29
Houston	The Houstonian Hotel	Thursday, June 10 7:45 a.m. - 12:30 p.m.	Thursday, June 3
Seattle	Sheraton Seattle Hotel	Thursday, July 8 7:45 a.m. - 12:30 p.m.	Thursday, July 1
Minneapolis	Hotel Ivy	Thursday, September 23 7:45 a.m. - 12:30 p.m.	Thursday, September 16
St. Louis	The Westin St. Louis	Thursday, October 14 7:45 a.m. - 12:30 p.m.	Thursday, October 7
Los Angeles	Pacific Palms Resort	Thursday, November 11 7:45 a.m. - 12:30 p.m.	Thursday, November 4
Denver	Renaissance Denver Hotel	Thursday, December 16 7:45 a.m. - 12:30 p.m.	Thursday, December 9

*Location subject to change. For up-to-date information, visit www.careerbuilder.com/RDI

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RECRUITMENT DEVELOPMENT INSTITUTE
Workshops (RDIW)

RECRUITER SERIES #5, LEVEL TWO

HALF-DAY WORKSHOP

(See p. 17 for level 1)

Price: \$450/participant

Maximum participants: 30

SOCIAL NETWORKING SOURCING STRATEGY– LEVEL 2

In this module, we will discuss and develop social media recruitment strategies so you can begin building a successful social network.

HOW YOU WILL BENEFIT

- Further understand and demonstrate the key players in social recruiting and how they benefit your team.
- Walk away with social media tactics that can help you win more clients
- Begin creating an online buzz about your professional experience and your organization
- Learn from other companies how to build relationships, networks and online communities that will benefit your organization
- Drive more quality traffic to your Web site and outrank your competitors
- Leverage sites to build an employment brand that creates a viral funnel of talent
- Create a presence in the virtual world that will attract both active and passive candidates
- Provide guidance to your recruitment team by creating social media strategies

WHAT YOU WILL LEARN

- Overview of the core pillars essential to successful social media recruitment strategy
- Best tactics to use to expand your candidate audience, enhance your current recruitment process and lower your cost per candidate
- Recognizing the urgency, we will focus on the channels with the largest reach: Facebook, LinkedIn, and Twitter. We will provide specific recommendations for each of these channels mentioned.

WHO SHOULD ATTEND: All recruiting, staffing, marketing, and HR professionals responsible for creating employment brand messaging and sourcing candidates.

RECRUITER SERIES #5, LEVEL 2 – HALF-DAY WORKSHOP DATES & LOCATIONS

CITY:	LOCATION:	DATE(S) & TIMES:	REGISTRATION DEADLINE:
Dallas	Cooper Guest Lodge & Conference Center	Thursday, January 28 1:00 p.m. - 5:00 p.m.	Thursday, January 21
Chicago	CareerBuilder Downtown Headquarters	Tuesday, February 2 1:00 p.m. - 5:00 p.m.	Tuesday, January 26
Boston	Boston Marriott Copley Place	Tuesday, March 23 1:00 p.m. - 5:00 p.m.	Tuesday, March 16
Atlanta	Georgia Tech	Tuesday, April 21 1:00 p.m. - 5:00 p.m.	Wednesday, April 14
Detroit	Westin Southfield	Thursday, May 6 1:00 p.m. - 5:00 p.m.	Thursday, April 29
Houston	The Houstonian Hotel	Thursday, June 10 1:00 p.m. - 5:00 p.m.	Thursday, June 3
Seattle	Sheraton Seattle Hotel	Thursday, July 8 1:00 p.m. - 5:00 p.m.	Thursday, July 1
New York	Millennium Broadway Hotel	Wednesday, August 25th 1:00 p.m. - 5:00 p.m.	Wednesday, August 18
Minneapolis	Hotel Ivy	Thursday, September 23 1:00 p.m. - 5:00 p.m.	Thursday, September 16
St. Louis	Sheraton Seattle Hotel	Thursday, October 14 1:00 p.m. - 5:00 p.m.	Thursday, October 7
Los Angeles	Pacific Palms Resort	Thursday, November 11 1:00 p.m. - 5:00 p.m.	Thursday, November 4
Denver	Renaissance Denver Hotel	Thursday, December 16 1:00 p.m. - 5:00 p.m.	Thursday, December 9

*Location subject to change. For up-to-date information, visit www.careerbuilder.com/RDI

RECRUITMENT DEVELOPMENT INSTITUTE

Webinars

Ramp up your recruitment skills and improve your own job security and performance with the Recruitment Development Institute Webinars. We have hand-picked our most frequently requested topics and streamlined them into two-hour workshops offered throughout 2010 and delivered direct to your desktop.

These aren't your normal, boring webinars. We make sure you interact with participants just like you would during in-person training. You get the opportunity to learn from others in each session while improving your recruitment skills.

Each recruitment webinar has been approved for two recertification credit hours toward SPHR[®], PHR[®] and GPHR[®] recertification through the HR Certification Institute. For more information about certification or recertification, please visit the HR Certification Institute homepage at:

www.hrci.org

Our trainings are PHR[®], GPHR[®], SPHR[®] re-certification approved through the HR Certification Institute. Number of credits depends on the course chosen.

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Webinars

THE FOLLOWING IS THE LIST OF 2010 WEBINAR TOPICS AND DATES.

All sessions are from 2:00 p.m. - 4:00 p.m. CT
on the date specified.

Max capacity per webinar: 30 participants

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PER WEBINAR*

*Must buy 5 or more webinars at the time of
present purchase to qualify for the discount.
Does not apply to future purchase.

“ I liked the conversation and
dialogue that happened between participants
and facilitator. I do think the real examples
were very beneficial to me. I also appreciated
the probing of responses from participants on
the call. Learning about the Realistic Job
Preview was beneficial
and something I can see
trying to use within our company. Overall, I
thought the presentation was well done and
appreciated the acceptable and unacceptable
interview question sheet provided to us. ”

Recruiting Assistant - Wipfli LLP

INTERVIEWING SKILLS, TIPS AND TECHNIQUES WEBINAR FOR RECRUITERS

Even when you've found that "perfect" candidate, that person still has to make it through the interview – the one part of the process that's entirely out of your hands. (Or is it?) In this module, learn how to develop good interviewing skills with your internal clients. From exploring different interview formats to providing valuable strategies and tips, you'll learn numerous ways to prepare your candidates and hiring managers to have their best interviews possible. This isn't just about how to prepare for interviews; you'll also learn how to identify interview traps and methods to counter those traps for a more effective search process and high-impact candidate care.

HOW YOU WILL BENEFIT

- Increase the quality of interviewing for your organization by identifying the right interview approach according to the hiring manager
- Develop a stronger candidate experience by providing a standard interview process that all candidates receive
- Learn how to effectively use telephone screening and other methods to filter unqualified applicants
- Understand the pitfalls many interviewers fall into

WHAT YOU WILL LEARN

- How to utilize interviews to clarify meaning and verify information to minimize poor hiring decisions
- The key process steps before interviewing that allow your recruiting to be more efficient
- How to utilize your internal client's time effectively by narrowing your field of candidates with fewer activities
- How to prepare your hiring managers for interviewing success
- How to ask the right questions to find the information you need and avoid interview traps
- How to identify best uses of the different types of interviews available
- How to be legal – appropriate vs. inappropriate interview questions

WHO SHOULD ATTEND: Recruiters of all levels of experience and disciplines will benefit from this intensive look at the interviewing process.

UPCOMING DATES

ALL WEBINARS TAKE PLACE FROM 2:00 - 4:00 P.M. CST

Thursday, January 07

Thursday, March 11

Thursday, May 13

Thursday, July 15

Thursday, August 26

Thursday, November 11

GENERATIONAL RECRUITMENT & RETENTION WEBINAR

Cutting-edge organizations recognize the importance of tailoring recruitment efforts to attract and retain top talent at all career levels. Understanding what speaks to the various generations that comprise the workforce is one of the greatest challenges recruiting organizations face today. In this module, you will learn best practices for successful recruitment as it relates to Generations X and Y and the entering Generation Z. In addition, the session will cover the retention of baby boomers as they look to alter their work/life balance in the twilight of their careers.

HOW YOU WILL BENEFIT

- Refine your cultural and recruiting message to attract and hire the most talented people across all generations
- Recognize different styles of communication that speak to each generational group
- Discover techniques for finding candidates across all experience levels
- Improve recruiting skills with hiring managers by giving them a generational frame of reference

WHAT YOU WILL LEARN

- How to understand the different generational characteristics
- How to create recruitment plans tailored to each generation in the workforce
- Communication and work approaches for each generation
- How to identify the most impactful sourcing tools to use for each generation and the job factors that they can relate to
- How to develop communication strategies that provide optimal outreach for your organization

WHO SHOULD ATTEND: All recruiting, staffing, and hiring manager professionals who are responsible for creating quality candidate pools or interviewing candidates.

UPCOMING DATES
ALL WEBINARS TAKE PLACE FROM 2:00 - 4:00 P.M. CST
Thursday, February 11
Thursday, April 22
Thursday, June 10
Thursday, October 14

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INDIVIDUAL RECRUITMENT PLAN WEBINAR

This module shows the value of focusing on “pre-work” in order to prepare for your next recruitment project, with numerous time-saving tips designed to allow greater efficiency at the beginning of any search. You will not only learn how to utilize several different sourcing tools to get your search off to a great start, but also discover how to interpret recent candidate trends and their impact on your recruiting plan. You will also learn how to market any position with compelling postings and descriptions.

HOW YOU WILL BENEFIT

- Get away from doing business as usual and take every requisition as a chance to develop a plan of attack for the specific requisition, hiring manager, location and time frame
- Create a partnership with your hiring managers to understand the true needs of each position
- Create a culture of accountability with your internal clients
- Develop tailored approaches for each recruiting opportunity

WHAT YOU WILL LEARN

- How to ask the hiring manager the right questions critical to your success
- How to create a dynamic job advertisement to entice job seekers to apply
- How to build a candidate pipeline
- Ways to prioritize your requisitions
- How to use sourcing tools that will save you time
- How to set performance expectations, Service Level Agreements (SLAs)
- How to read resumes and find clues
- Ways to differentiate your individual plan from the overall recruiting plan

WHO SHOULD ATTEND: Recruiters of all levels of experience and disciplines can learn from this examination of the recruitment process on a requisition by requisition basis.

UPCOMING DATES	
ALL WEBINARS TAKE PLACE FROM 2:00 - 4:00 P.M. CST	
	Thursday, January 21
	Thursday, March 25
	Thursday, June 24
	Thursday, July 29
	Thursday, September 02
	Thursday, November 18

CANDIDATE MANAGEMENT WEBINAR

More often than not, your candidate assumes that 100 percent of your focus is on placing them in a new job. Learning how to manage their expectations in order to create the best possible experience for everyone involved is an essential part of the Recruiter Development Program. In this module you will take a deep dive into the candidate management stages and walk away with a better understanding of how these stages relate to the hiring process. Learn how to provide solid candidate feedback, leverage your relationship with the candidate to strengthen your control over the hiring process, and position your candidate for future opportunities. In addition, learn techniques that will help foster your post-hire relationship with the candidate, help you address any candidate complaints, and prepare you to know when to walk away from a candidate.

HOW YOU WILL BENEFIT

- Learn how to overcome recruitment issues by creating a strong candidate care process
- Use the candidate management process to gain valuable insight from the hiring managers
- Discover how to position candidates to succeed not only within the recruiting process but also within the organization
- Foster a more productive recruiting and interviewing process through stronger candidate management skills

WHAT YOU WILL LEARN

- How to create a relationship of trust and knowledge with candidates that allows you to close every offer
- How to create influence with candidates that will help build your candidate pipeline
- How to prime yourself in ways that will help you gain credibility and become a true partner to your hiring managers
- Techniques that will prepare your candidate to outperform others without giving them the inside track
- Steps you can take to prepare the candidate for day one on the job

WHO SHOULD ATTEND: Recruiters of all levels of experience and disciplines will learn the keys to candidate management that provides a higher offer acceptance ratio.

UPCOMING DATES
ALL WEBINARS TAKE PLACE FROM 2:00 - 4:00 P.M. CST
Thursday, February 18
Thursday, April 15
Thursday, July 22
Thursday, September 30
Thursday, December 16

MANAGING THE HIRING MANAGER WEBINAR

Your relationship with the hiring manager is the key to an effective hiring process. The more you understand each other, the more adept you are at understanding what they're looking for in a candidate. One of the most important components in the recruiting process is being able to manage your hiring manager. In this module, the Recruitment Development Institute outlines how you can gain as much control and leverage as possible from the onset of the requisition. Once you're able to lead the process, you'll be able to meet and exceed all the expectations for this hire.

You will learn how to renegotiate your relationship with the hiring manager so there's nothing standing between you, them, and the best hire. This module will bring you a fresh perspective on: executing "kickoff meetings" that define performance expectations, prescreening the candidate pool, and preparing your hiring manager to utilize "buying" and "selling" skills during interviews.

HOW YOU WILL BENEFIT

- Discover effective ways to communicate and create accountability with hiring managers
- Understand ways to gather the information vital to your success
- Find effective strategies to handle even the most difficult relationships with hiring managers
- Connect successfully with internal clients whose communication styles may differ from those of yours and of others within the recruitment process

WHAT YOU WILL LEARN

- How to create a true partnership with your internal clients through the hiring process
- How to define the hiring manager's roles within the recruitment process
- Ways to leverage accountability to create an efficient recruitment and onboarding process
- How to overcome resistant hiring managers without creating delays
- Ways to leverage information and your process to decrease time to fill
- How to develop strong requisition stage practices to ensure optimal candidates are interviewed each time

WHO SHOULD ATTEND: All recruiting and staffing professionals who interact with hiring managers or internal staffing clients.

UPCOMING DATES
ALL WEBINARS TAKE PLACE FROM 2:00 - 4:00 P.M. CST
Thursday, February 25
Thursday, April 29
Thursday, June 17
Thursday, August 19
Thursday, October 28

RECRUITING AN INCLUSIVE WORKFORCE WEBINAR

There is an ongoing war for high-quality talent in every industry. Any organization that intends to win has to understand two things. First, that it is a global war for talent. And second, if you intentionally or unintentionally restrict your search for talent in any way – by race, gender, national origin, sexual orientation or any other factor – you’re providing your competition the edge they need to win. In this module, you will learn the essentials of recruiting for an inclusive workforce and how to message your unique employer value proposition to all candidates across various groups and communities.

HOW YOU WILL BENEFIT

- Discover powerful communication techniques that turn recruitment interactions into positive and educational activities
- Foster positive candidate interactions with all members of the recruitment activity by appropriately positioning your organization’s diversity and inclusion programs
- Provide candidates a diversity/inclusive value proposition of your organization’s culture
- Develop postings that will educate candidates and entice them to learn more about your organization

WHAT YOU WILL LEARN

- How to define diversity and inclusion and how it relates to your organization
- How to identify the business case for diversity within your organization
- How to develop an inclusive employer value proposition to use in your recruiting initiatives
- How to create recruitment strategies that will focus on diverse candidates
- Best practices for diversity recruitment

WHO SHOULD ATTEND: All recruiting and staffing professionals who interact with candidates, hiring managers and/or internal staffing clients.

UPCOMING DATES

ALL WEBINARS TAKE PLACE FROM 2:00 - 4:00 P.M. CST

Thursday, April 08

Thursday, September 16

Thursday, December 02

Our trainings are PHR®, GPHR®, SPHR® re-certification approved through the HR Certification Institute. Number of credits depends on the course chosen.

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CLOSING THE DEAL WEBINAR

Closing a candidate is a practice, not an event. Closing is about making sure everyone involved has had expectations properly set. We often relate the “closing” phase to the “offer” phase in the recruitment process. By waiting until that point to utilize closing techniques, we risk poor results and, all too often, find ourselves surprised. In this module, participants will examine techniques and examples of how to be closing throughout the entire hiring process. Participants will also learn the essentials of creating influence with and articulating value to potential employees.

HOW YOU WILL BENEFIT

- Leverage your data gathering techniques and candidate management skills to drive higher acceptance rates
- Recognize the different candidate closing issues early in the process to achieve higher closing ratios
- Overcome candidate resistance by creating a win-win solution
- Gain trust from hiring managers by effectively trailing offers with candidates

WHAT YOU WILL LEARN

- How to identify the steps for closing a candidate
- Techniques utilized to pre-close candidates that will uncover hidden issues
- How to pre-close the hiring manager to ensure hiring decisions
- How to understand the negotiation principles utilized in hiring decisions
- How to create contingency plans for recruitment process challenges

WHO SHOULD ATTEND: All recruiting and staffing professionals who interact with hiring managers and candidates to either extend offers or prepare the hiring manager to extend offers of employment.

UPCOMING DATES
ALL WEBINARS TAKE PLACE FROM 2:00 - 4:00 P.M. CST
Thursday, March 18
Thursday, May 20
Thursday, August 12
Thursday, October 21

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“TURNING COLD CALLS INTO WARM CALLS” WEBINAR

Human Genome project found that humans are only 0.0003 percent different from one another – but that little variance makes a big difference. The same goes for communication; little things can make a big difference in the perceptions that people have about us and our organizations when we are presenting new opportunities to them. It is important as recruiters to have the best possible skills to communicate with candidates and stand out from the crowd. Strong candidate relationships often make the difference in a candidate’s decision process regarding which opportunity to take. In this module, we will learn how to engage in relationships by looking at the cold calling process and techniques from three perspectives: Candidate, Recruiter, and Hiring Partner.

HOW YOU WILL BENEFIT

- Learn planning and preparation techniques that remove emotion from the process
- Find ways to get past gatekeepers ethically and effortlessly
- Learn conversation starters that build rapport and help you qualify as you talk
- Build messages your prospects will actually respond to
- Discover irresistible hooks and scripts that convince executives and passive candidates to take your call

WHAT YOU WILL LEARN

- How to use cold calling to build engaging relationships with candidates
- How to determine the best ways to organize your pipeline of candidates
- How to create dialing scripts that provide results
- Powerful ways to overcome objections from candidates
- Ways to blueprint organizations to develop candidate pipelines
- How to understand candidate wants and preferences in the recruitment process

WHO SHOULD ATTEND: All recruiting and staffing professionals responsible for creating quality sourcing pools or talent pipelines.

UPCOMING DATES

ALL WEBINARS TAKE PLACE FROM 2:00 - 4:00 P.M. CST

Thursday, January 28

Thursday, May 27

Thursday, September 23

SOCIAL NETWORKING SOURCING STRATEGY WEBINAR – LEVEL 1

Sourcing candidates is an evolutionary process. What worked a year ago, six months ago or even last month may not provide you optimal results today. This trend has been intensified by the wide adoption of the ever-changing social and professional networking sites. In this module, we will develop foundational knowledge of social media and its business, identify applications in your business, and discuss approaches for social media within your business. We will learn to execute best practices to develop your organization's employer value proposition on social networking sites. We will also learn how to search for and network with candidates using these sites so you can utilize this low-cost solution for a high return on candidates.

HOW YOU WILL BENEFIT

- Understand and demonstrate the key players in social recruiting and how they benefit your team
- Understand the value of building strong networks
- Understand how social media can help you win more clients
- Create an online buzz about your professional experience and your organization
- Build relationships, networks and online communities
- Drive more quality traffic to your Web site and outrank your competitors
- Leverage sites like your social networks to build an employment brand that creates a viral funnel of talent
- Create a presence in the virtual world that will attract both active and passive candidates
- Provide guidance to your recruitment team by creating social media strategies

WHAT YOU WILL LEARN

- The powerful recruitment tools available in social media
- The benefits and best practices of recruiting via social media platforms
- How to educate potential job seekers and clients about your organization
- How to connect with candidates via multiple communication styles on one platform
- Real world examples of companies who are already doing this, the successes that they have had, and the challenges encountered

WHO SHOULD ATTEND: All recruiting, staffing, marketing, and HR professionals who are responsible for creating employment brand messaging and sourcing candidates.

UPCOMING DATES	
ALL WEBINARS TAKE PLACE FROM 2:00 - 4:00 P.M. CST	
	Thursday, January 14
	Thursday, March 04
	Thursday, May 06
	Thursday, July 08
	Thursday, September 09
	Thursday, November 04

SOCIAL NETWORKING SOURCING STRATEGY WEBINAR – LEVEL 2

In Level 1 we cover the importance of entering the world of social media and its benefits to you, and we examine the various social media sites available to you. In this module, we will discuss and develop social media recruitment strategies so you can successfully begin to build your social network.

HOW YOU WILL BENEFIT

- Further understand and demonstrate the key players in social recruiting and how they benefit your team
- Walk away with social media tactics that can help you win more clients
- Create an online buzz about your professional experience and your organization
- Learn from other companies how to build relationships, networks and online communities that will benefit your organization
- Drive more quality traffic to your Web site and outrank your competitors
- Leverage sites to build an employment brand that creates a viral funnel of talent
- Create a presence in the virtual world that will attract both active and passive candidates
- Provide guidance to your recruitment team by creating social media strategies

WHAT YOU WILL LEARN

- Overview of the core pillars essential to successful social media recruitment strategy
- Best tactics to use to expand your candidate audience, enhance your current recruitment process and lower your cost per candidate
- Recognizing the urgency, we will focus on the channels with the largest reach: FaceBook, LinkedIn, and Twitter
- We will provide specific recommendations for each of these channels mentioned

WHO SHOULD ATTEND: All recruiting, staffing, marketing, and HR professionals who are responsible for creating employment brand messaging and sourcing candidates.

UPCOMING DATES ALL WEBINARS TAKE PLACE FROM 2:00 - 4:00 P.M. CST
Thursday, February 04
Thursday, April 01
Thursday, June 03
Thursday, August 05
Thursday, October 07
Thursday, December 09

INTERVIEWING SKILLS, TIPS AND TECHNIQUES WEBINAR FOR NON-RECRUITERS Not HRCI approved

It's easy to tell when you've found that "perfect" candidate. Or is it? This module shows you how to develop good interviewing skills to be sure that you are able to discern which candidate should actually be hired. From exploring different interview formats to providing valuable strategies and tips, you'll learn numerous ways to prepare for the most effective interviews. But this isn't just about how to prepare; you'll also learn to identify interview traps and discover methods to counter those traps for a more effective search process and high-impact candidate care. (HRCI credits not applicable for this session.)

HOW YOU WILL BENEFIT

- Identify the right interviewing approach for filling positions within your department
- Develop a stronger candidate experience by providing a standard interview process that all candidates receive
- Learn how to effectively use telephone screening and other methods to filter out the wrong applicants
- Understand the cultural pitfalls in recruitment activities that many interviewers fall into

WHAT YOU WILL LEARN

- How to utilize interviews to clarify meaning and verify information to minimize poor hiring decisions
- The key process steps before interviewing that allow your recruiting to be more efficient
- How to utilize your time effectively by narrowing your field of candidates with fewer activities
- How to ask the right questions to find the information you need and avoid interview traps
- How to identify different types of interviews available and the best uses for each.
- How to be legal – appropriate vs. inappropriate interview questions

WHO SHOULD ATTEND: Non-recruiters who play an active role in hiring for their department or organization.

UPCOMING DATES	
ALL WEBINARS TAKE PLACE FROM 2:00 - 4:00 P.M. CST	
	Tuesday, January 26
	Tuesday, March 23
	Tuesday, May 25
	Tuesday, July 27
	Tuesday, September 28
	Tuesday, November 23

Our trainings are PHR®, GPHR®, SPHR® re-certification approved through the HR Certification Institute. Number of credits depends on the course chosen.

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MANAGING THE HIRING PROCESS WEBINAR (FOR NON-RECRUITERS) Not HRCI approved

Traditionally, candidates overlook the manager’s perspective when it comes to interviewing for a position. Candidates tend to view the hiring process based on what they want in a position, while managers tend to focus on their own needs. Learning how to manage candidate expectations is an essential step in the hiring process and if these skills are applied well, they give you the advantage to hire the candidate you really want. In this session, we will cover the stages of candidate management and how they directly impact the hiring process. You’ll learn how to provide solid candidate feedback, leverage your relationship with the candidate, and position your candidate for future opportunities. We will also examine techniques used to extend your relationship with the candidate through the onboarding process, learn how to address any candidate complaints, and discuss how to and when to walk away from a candidate.

HOW YOU WILL BENEFIT

- Develop a candidate management process that allows you to win every time
- Create communication plans that allow you to improve external perception of your organization
- Avoid recruitment traps that cause highly qualified candidates to drop out of the recruitment process
- Express your needs effectively to internal resources and maximize your return on investment

WHAT YOU WILL LEARN

- How to create a recruitment process that increases success while maximizing efficiency
- How to develop an effective workforce planning relationship with internal resources
- How to define recruitment success through the requisition creation process
- Different types of interviews and techniques
- How to create channels for solid candidate feedback
- How to offer negotiation tactics and prepare your candidates to accept the offer
- Ways to utilize recruitment metrics to evaluate turnover to understand candidate patterns

WHO SHOULD ATTEND: All hiring managers and professionals who participate in the interviewing process or interact with candidates.

UPCOMING DATES
ALL WEBINARS TAKE PLACE FROM 2:00 - 4:00 P.M. CST
Tuesday, February 23
Tuesday, April 27
Tuesday, June 22
Tuesday, August 24
Tuesday, October 26
Tuesday, December 21

RECRUITMENT DEVELOPMENT INSTITUTE

Tailored Client Trainings

IN CREATING TAILORED CLIENT TRAININGS specifically for your recruitment team, Personified surveys leadership within your company to fully understand your current hiring processes and comprehend your existing workflows, staff dynamics, performance metrics, and desired training program outcomes. We also look at trends in your industry, and study where your talent is coming from and where they are going when they do not choose your organization. We use this information to create a custom-tailored training that will help you better find, process and retain your future hires.

IDEAL CLASSROOM SIZE: **25-30 participants.**

Inquiries can be directed to:
info@personified.com

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RECRUITMENT DEVELOPMENT INSTITUTE
Tailored Client Trainings

Personified will come to your site or conduct a live course online. Choose from one of our two-day, full-day, half-day, or virtual sessions. We tailor the exercises and examples to fit the unique characteristics of your company and provide your team with tactics they can use right away. Personified will focus your tailored training program on any of the topics below:

- Foundational Recruiting
- Interviewing
- Time and Workload Management
- Individual Recruitment Planning
- Candidate Management
- Managing the Hiring Manager
- Recruiting an Inclusive Workforce
- Closing the Deal
- Turning Cold Calls into Warm Calls
- Generational Recruiting and Retention
- Social Networking Sourcing Strategy
- Foundational Recruitment for the Non-Recruiter
- Hiring Process for the Non-Recruiter
- Interviewing for the Non-Recruiter
- Recruiting Independently for the Non-Recruiter

Ideal classroom size is 25-30 participants.

**Inquiries can be directed to
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Customized Training Workshops

“ This workshop was definitely worth our time. This workshop is differentiated from any other recruitment workshops that I've attended in two main aspects: first, the module was extremely well-developed with great bullet points and breakout exercises, and all the topics were up-to-date which we could bring back to our workplace and start applying to our jobs immediately. Second, the overall workshop was well structured with great time management, and the facilitation was very strong. Steffan could lead us through valuable discussions throughout the workshop, as well as share his own insightful experiences with us related to the topics. I took away lots of new information that I could repeatedly use in my position. ”

HR Recruiter / Officer
TCF Bank

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around this topic?
Hire with your Head
by John Wiley and Sons

RECRUITMENT DEVELOPMENT INSTITUTE
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All participants must have paid in full before the day of the workshop. No date changes or refunds for cancellation will be allowed within fourteen (14) calendar days of the workshop and two (2) calendar days of the date of the scheduled webinar. For webinar participants, MS Live meeting and access to a phone line is required for participation. (Personified will not provide a refund if Company experiences downtimes) Personified reserves the right to cancel the workshop 14 days prior/webinar 2 days prior to the scheduled date should Personified not receive the minimum number of required registered participants. In the event of the foregoing, Client will receive a refund for any payments made for a workshop/webinar that is canceled by Personified. This Order Form is hereby governed by the Terms and Conditions for using Personified, located on CareerBuilder's website at www.careerbuilder.com.

Please complete the following information. Participant material and pre-course work will be distributed via email within one week of the workshop date and two days prior to a webinar.

NAME	TITLE	EMAIL	EVENT #

Turn to the next page, and fill in the boxes of the courses you would like to register for.

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Please fax in BOTH Page 1 and Page 2 of the registration fax form to complete your registration.



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Registration Fax Form TWO

Please indicate how many participants will be attending each session on the corresponding lines below.

Webinars

Register for one webinar - \$250/ per participant

Register for five or more webinars - \$200/ per participant per webinar

- #001 _____ January 7 - Interviewing skills, tips and techniques
- #002 _____ January 14 - Social Sourcing Strategy, Level 1
- #003 _____ January 21 - Individual Recruitment Plan
- #004 _____ January 26 - Interviewing skills, tips & techniques for non-recruiters
- #005 _____ January 28 - Turning Cold Calls into Warm Calls
- #006 _____ February 4 - Social Sourcing Strategy, Level 2
- #007 _____ February 11 - Generational Recruitment & Retention
- #008 _____ February 18 - Candidate Management
- #009 _____ February 23 - Hiring Process for non-recruiters
- #010 _____ February 25 - Managing the Hiring Manager
- #011 _____ March 4 - Social Sourcing Strategy, Level 1
- #012 _____ March 11 - Interviewing skills, tips and techniques
- #013 _____ March 18 - Closing the Deal
- #014 _____ March 23 - Interviewing skills, tips and techniques for non-recruiters
- #015 _____ March 25 - Individual Recruitment Plan
- #016 _____ April 1 - Social Sourcing Strategy, Level 2
- #017 _____ April 8 - Recruiting an Inclusive Workforce
- #018 _____ April 15 - Candidate Management
- #019 _____ April 22 - Generational Recruitment & Retention
- #020 _____ April 27 - Hiring Process for Hiring Managers
- #021 _____ April 29 - Managing the Hiring Manager
- #022 _____ May 6 - Social Sourcing Strategy, Level 1
- #023 _____ May 13 - Interviewing skills, tips and techniques
- #024 _____ May 20 - Closing the Deal
- #025 _____ May 25 - Interviewing skills, tips and techniques for non-recruiters
- #026 _____ May 27 - Turning Cold Calls into Warm Calls
- #027 _____ June 3 - Social Sourcing Strategy, Level 2
- #028 _____ June 10 - Generational Recruitment & Retention
- #029 _____ June 17 - Managing the Hiring Manager
- #030 _____ June 22 - Hiring Process for Hiring Managers
- #031 _____ June 24 - Individual Recruitment Plan
- #032 _____ July 8 - Social Sourcing Strategy, Level 1
- #033 _____ July 15 - Interviewing skills, tips and techniques
- #034 _____ July 22 - Candidate Management
- #035 _____ July 27 - Interviewing skills, tips and techniques for non-recruiters
- #036 _____ July 29 - Individual Recruitment Plan
- #037 _____ August 5 - Social Sourcing Strategy, Level 2
- #038 _____ August 12 - Closing the Deal
- #039 _____ August 19 - Managing the Hiring Manager
- #040 _____ August 24 - Hiring Process for non-recruiters
- #041 _____ August 26 - Interviewing skills, tips and techniques
- #042 _____ September 2 - Individual Recruitment Plan
- #043 _____ September 9 - Social Sourcing Strategy, Level 1
- #044 _____ September 16 - Recruiting an Inclusive Workforce
- #045 _____ September 23 - Turning Cold Calls into Warm Calls
- #046 _____ September 28 - Interviewing skills, tips and techniques for non-recruiters
- #047 _____ September 30 - Candidate Management
- #048 _____ October 7 - Social Sourcing Strategy, Level 2
- #049 _____ October 14 - Generational Recruitment & Retention
- #050 _____ October 21 - Closing the Deal
- #051 _____ October 26 - Hiring Process for non-recruiters
- #052 _____ October 28 - Managing the Hiring Manager
- #053 _____ November 4 - Social Sourcing Strategy, Level 1
- #054 _____ November 11 - Interviewing skills, tips and techniques
- #055 _____ November 18 - Individual Recruitment Plan
- #056 _____ November 23 - Interviewing skills, tips and techniques for non-recruiters
- #057 _____ December 2 - Recruiting an Inclusive Workforce
- #058 _____ December 9 - Social Sourcing Strategy, Level 2
- #059 _____ December 16 - Candidate Management
- #060 _____ December 21 - Hiring Process for non-recruiters

Workshop

Full-day \$1,000/participant

Half-day \$450/participant

- #061 _____ January 21 - Series 3 - Philadelphia
- #062 _____ January 26- Series 1 - Atlanta
- #063 _____ January 28- Series 5, L1 - Dallas
- #064 _____ January 28- Series 5, L2 - Dallas
- #065 _____ February 2 - Series 5, L1 - Chicago
- #066 _____ February 2 - Series 5, L2 - Chicago
- #067 _____ February 11 - Series 4 - New York
- #068 _____ February 23- Series 2 - Denver
- #069 _____ February 25 - Series 1 - Houston
- #070 _____ March 4 - Series 2 - Los Angeles
- #071 _____ March 11- Series 3 - Minneapolis
- #072 _____ March 23 - Series 5, L1 - Boston
- #073 _____ March 23- Series 5, L2 - Boston
- #074 _____ March 25 - Series 1 - Cleveland
- #075 _____ April 1 - Series 1 - Orlando
- #076 _____ April 8 - Series 1 - New York
- #077 _____ April 15 - Series 1 - St. Louis
- #078 _____ April 21 - Series 5, L2 - Atlanta
- #079 _____ April 22 - Series 2 - Atlanta
- #080 _____ May 6 - Series 5, L1 - Detroit
- #081 _____ May 6 - Series 5, L2 - Detroit
- #082 _____ May 13 - Series 1 - Miami
- #083 _____ May 20 - Series 4 - D.C.
- #084 _____ May 27 - Series 1 - Seattle
- #085 _____ June 3 - Series 2 - Dallas
- #086 _____ June 10 - Series 5, L1 - Houston
- #087 _____ June 10 - Series 5, L2 - Houston
- #088 _____ June 22 - Series 1 - Chicago
- #089 _____ July 8 - Series 5, L1 - Seattle
- #090 _____ July 8 - Series 5, L2 - Seattle
- #091 _____ July 14 - Series 3 - Atlanta
- #092 _____ July 27 - Series 1 - D.C.
- #093 _____ July 29 - Series 1 - Cincinnati
- #094 _____ August 19 - Series 1 - Nashville
- #095 _____ August 25 - Series 5, L2 - New York
- #096 _____ August 26 - Series 2 - New York
- #097 _____ September 9 - Series 1 - Los Angeles
- #098 _____ September 16 - Series 2 - Chicago
- #099 _____ September 23 - Series 5, L1 - Minneapolis
- #100 _____ September 23 - Series 5, L2 - Minneapolis
- #101 _____ October 7 - Series 4 - Atlanta
- #102 _____ October 14 - Series 5, L1 - St. Louis
- #103 _____ October 14 - Series 5, L2 - St. Louis
- #104 _____ October 20 - Series 1 - Dallas
- #105 _____ October 28 - Series 3 - New York
- #106 _____ November 2 - Series 1 - Philadelphia
- #107 _____ November 4 - Series 4 - Cincinnati
- #108 _____ November 11 - Series 5, L1 - Los Angeles
- #109 _____ November 11 - Series 5, L2 - Los Angeles
- #110 _____ November 17 - Series 3 - Detroit
- #111 _____ December 8 - Series 4 - Miami
- #112 _____ December 16 - Series 5, L1 - Denver
- #113 _____ December 16 - Series 5, L2 - Denver

Total number of Workshops and/or Webinars _____

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EVENT LOCATION INDEX

ATLANTA

Georgia Tech Hotel & Conf Center
800 Spring Street NW
Atlanta, GA 30308

BOSTON

Boston Marriott Copley Place
110 Huntington Ave.
Boston, MA 02116

CHICAGO

CareerBuilder Downtown Headquarters
Millennium Park Conference Room
200 N. LaSalle St.
Chicago, IL 60601

CINCINNATI

Millennium Hotel Cincinnati
150 West 5th St.
Cincinnati, OH 45202

CLEVELAND

**Cleveland Marriott Downtown
at Key Center**
127 Public Square
Cleveland, OH 44114

DALLAS

**Cooper Guest Lodge and
Conference Center**
12230 Preston Road
Dallas, TX 75230

DENVER

Renaissance Denver Hotel
3801 Quebec St.
Denver, CO 80207

DETROIT

Westin Southfield
1500 Town Center
Southfield, MI 48075

HOUSTON

The Houstonian Hotel
111 North Post Oak Lane
Houston, TX 77024

LOS ANGELES

Pacific Palms Resort
One Industry Hills Parkway
City of Industry, CA 91744

MIAMI

InterContinental Hotel
100 Chopin Plaza
Miami, FL 33131

MINNEAPOLIS

Hotel Ivy
201 South Eleventh Street
Minneapolis, MN 55403

NASHVILLE

Willis Conference Center
26 Century Blvd.
Nashville, TN 37214

NEW YORK

Millennium Broadway Hotel
145 W 44th Street
New York City, NY 10036

ORLANDO

Westin Imagine Orlando
9501 Universal Boulevard
Orlando, FL 32819

PHILADELPHIA

Hotel Palomar Philadelphia
117 South 17th Street
Philadelphia, PA 19103

SEATTLE

Sheraton Seattle Hotel
1400 6th Ave.
Seattle, WA 98101

ST. LOUIS

The Westin St. Louis
811 Spruce Street
St. Louis, MO 63102

WASHINGTON D.C.

Westin Grand
2350 M Street N.W.
Washington, DC 20037

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