

# RECRUITMENT DEVELOPMENT INSTITUTE WEBINARS

2010



Personified



MAKE TODAY THE BEGINNING OF A *better future*

## TABLE OF CONTENTS

About Recruitment  
Development Institute **3**

Webinars **3-16**

Tailored Client Trainings **17-18**

Registration Form **19-20**

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### ABOUT PERSONIFIED™

Personified is the leader in talent intelligence. Through our dedicated partner, CareerBuilder.ca, 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.CA®

CareerBuilder.ca is a Canadian leader in human capital solutions, helping companies target and attract their most important asset – their people. CareerBuilder.ca works with the country's top employers, providing resources for everything from employment branding and data analysis to HR consulting. More than 250 Web sites 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 Canada, The United States, Europe and Asia.



Personified reserves the right to cancel the 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.



## *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 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.



Canadian CHRP Holders – this workshop may be eligible for CHRP recertification credits. Number of credits depends on the course chosen.

[www.careerbuilder.ca/RDI](http://www.careerbuilder.ca/RDI) • 1-800-610-8790

RECRUITMENT DEVELOPMENT INSTITUTE

# *Webinars*

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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.

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Canadian CHRP Holders – this webinar may be eligible for CHRP recertification credits. 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

**ONE WEBINAR**  
\$250 PER PARTICIPANT\*

**FIVE WEBINARS  
OR MORE**  
\$200 PER PARTICIPANT  
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.

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

Canadian CHRP Holders – this webinar may be eligible for CHRP recertification credits. Number of credits depends on the course chosen.

# 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.

<b>UPCOMING DATES</b>
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

Canadian CHRP Holders – this webinar may be eligible for CHRP recertification credits. Number of credits depends on the course chosen.

## 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

Canadian CHRP Holders – this webinar may be eligible for CHRP recertification credits. Number of credits depends on the course chosen.

## “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.

<b>UPCOMING DATES</b> 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

Canadian CHRP Holders – this webinar may be eligible for CHRP recertification credits. Number of credits depends on the course chosen.

# 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 the 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*

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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.**

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Inquiries can be directed to:  
**[info@personified.com](mailto:info@personified.com)**

Canadian CHRP Holders - this workshop may be eligible for CHRP recertification credits Number of credits depends on the course chosen.

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**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 [info@personified.com](mailto:info@personified.com)**

“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**

**Looking for good books  
around this topic?**

***Hire with your Head*  
by John Wiley and Sons**

RECRUITMENT DEVELOPMENT INSTITUTE  
**Registration Fax Form ONE**

**Personified  
 customer service  
 1-800-610-8790**

Today's Date: \_\_\_\_\_ Sales Representative (if applicable): \_\_\_\_\_

Company: \_\_\_\_\_

Billing Contact First Name: \_\_\_\_\_ Billing Contact Last Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ Province \_\_\_\_\_ Postal Code: \_\_\_\_\_

Billing Contact Phone #: \_\_\_\_\_ Ext. \_\_\_\_\_ Billing Contact E-mail: \_\_\_\_\_

How did you hear about Recruitment Development Institute? \_\_\_\_\_

**METHOD OF PAYMENT** Please check one of the two boxes below:

Company will be billed via credit card immediately.  
 Company will pay for events(s) upfront.  
 (Please fill out credit card authorization fields below)

Initial invoice(s) will be sent immediately.  
 Payments are due 30 days from the date of the invoice(s)  
 Authorized Amount: \$ \_\_\_\_\_

**CREDIT CARD AUTHORIZATION**

I authorize use of my credit card to secure payment for my account with CareerBuilder.

Authorized Amount: \$ \_\_\_\_\_ Type of Credit Card:  Visa  Mastercard  American Express

Credit Card Number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

No date changes or refunds for cancellation will be allowed within 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 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 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](http://www.careerbuilder.com).

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

NAME	TITLE	EMAIL	EVENT #

**Fill in the boxes of the courses you would like to register for on the adjacent page.**

Please return by secure fax to: 1-800-530-5600

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

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

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