

# New-Gen Recruiting 2016

## Recruiting & Marketing Tie The Knot - Are You Ready?

9 - 10 March 2016 | Singapore Marriott Tang Plaza Hotel

Over half of global CEOs expect to add headcount in the next year, yet their concerns about the availability of key skills are at an eight-year high, according to PwC's 2015 Global CEO Survey. To meet business growth, your recruitment strategy must continue to expand beyond a tactical, reactive function to a proactive, streamlined process to efficiently source, assess, select, hire, the best candidates in this competitive environment. In 2016, HRMasia brings to you our very first **New-Gen Recruiting 2016**, we bring together industry experts and practitioners who will share how they created the best frameworks, teams, and practices to compress the hiring cycle, improve outcomes and deliver high performing employees. We uncover the strategies, challenges and solutions, you take back the 'how-to.'

**SPECIAL BUNDLE DEAL:**  
15% OFF when you sign up for both New-Gen Recruiting 2016 + Staffing & Outsourcing Law Congress

### Featured speakers:



**Michael Wright**  
Head of Talent Acquisition, APAC Group M



**Adele Png**  
Talent Development & Talent Acquisition Leader Philips



**Julia Koh**  
Deputy Director, Head of Talent Acquisition Asia GlobalFoundries



**Paul Harvey**  
Director Talent Acquisition & HR Ops, APAC & MEA Franklin Templeton Investments



**Suzie Custerson**  
Regional Head of Talent Acquisition, Asia Manulife Financial



**Christine Vasco**  
Human Resources Rohde & Schwarz



**Ritu Chaudhari**  
Talent Acquisition Consultant Hewlett-Packard



**Rakesh Rana**  
Senior HRBP & Talent Acquisition Leader - APAC Murex



**Ben Roberts**  
Chief Talent Officer Worldwide Saatchi & Saatchi



**Adrian Tan**  
HR Entrepreneur



**Narasimhan S L**  
Head of Talent Acquisition APAC & HR Head for SE Asia State Street



**Mark Hedley**  
Global RPO Strategy Deutsche Bank



**Chris Mead**  
Head of Talent Acquisition, APJC Cisco



**Sandeep Yadav**  
HR Leader, Global Talent Acquisition MasterCard



**Anish Lalchandani**  
Product Head of Talent Identification, Review and Succession Planning Standard Chartered Bank

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## Congress Highlights

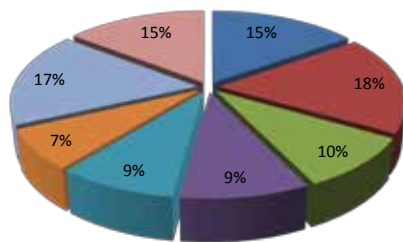
### +PLUS

- ▶ **COFFEE CHAT:**  
Talent Acquisition Agility: Solving for Hard-to-Fill Positions
- ▶ **MINI-WORKSHOP**  
The New HRM: HR + Marketing = Effective Employer Brandings
- ▶ **INTERACTIVE ROUNDTABLE DISCUSSION:**  
Innovating New-Age sourcing: Social Recruiting, Mobile, Content Strategy for Recruiting
- ▶ **THINK TANK:**  
Quality of Hire: Does it Exist?
- ▶ **New Case Studies:**  
Gamification to attract, retain and engage at GroupM

### A Must Attend to Achieve:

- **Leverage on recruitment analytics** to improve your hiring decisions and reduce cost of hiring the wrong talent
- **Harness the power of marketing in recruitment** to attract and retain the best talent in the market
- Understand how to **integrate strategic workforce planning** into your recruitment strategy
- Hear **best practices from leading companies** on gamification and internal talent mobility
- **Discuss** about streamlining your recruitment process for hard-to-fill positions

## MUST ATTEND for VPs, Directors, Heads and Managers of:



- Recruitment
- Talent Management
- Talent Acquisition
- HR Generalists
- Employer Branding
- Graduate Recruitment
- Staffing
- Training & Development

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## Day 1 | Wednesday | 9 March 2016

8:30

Registration and Coffee

9:00

Opening Address by Chairman & Ice Breaking Session



**Adrian Tan**  
HR Entrepreneur

9:15

Coffee Chat  
Talent Acquisition Agility: Solving for Hard-to-Fill Positions

The foundation of talent acquisition is to align resources to business needs to fill positions. But if you are struggling to fill specialized roles that are integral to your company's success, the same old recruitment and workforce practices won't yield different results. It is time to harness new people practices and engage untapped talent pools.

You will learn from this discussion:

- How to streamline the process to improve efficiency and talent quality?
- How to efficiently broadcast positions to attract the right talent?
- What is the future of automated recruitment?

**Moderator:**



**Narasimhan S L**,  
Head of Talent Acquisition APAC & HR Head for SE Asia  
**State Street**

**Panellists:**



**Julia Koh**  
Deputy Director, Head of Talent  
Acquisition Asia  
**GlobalFoundries**



**Adele Png**  
Talent Development &  
Talent Acquisition Leader  
**Philips**



**Chris Mead**  
Head of Talent Acquisition, APJC  
**Cisco**

10:15

Morning Refreshment and Networking Break

10:45

Are You Still Playing Hit-or-Miss With Your Talent Decisions?

Hyper-competition for top talent in a candidate driven market requires new strategies and ways to attract and retain top talent. Yet companies are still relying on gut alone and conventional wisdom to make critical hiring as well as talent decisions.

This session will discuss:

- Leveraging outside-in workforce analytics data to make better talent decisions to maximise business performance
- Facilitate a strategic conversation with business leaders on competing talent priorities.
- Help your business build and execute a 5 year talent acquisition strategy.



**Gyan Nagpal**  
CEO, **PeopleLENS Global Associates** and Author, **Talent Economics**

11:30

Transforming recruitment: What HR can learn from Marketing

Talent is now a savvy and sophisticated consumer. HR needs to consider how organisational branding, messaging and image can help win in-demand skills in a world of talent shortages. HR's role has expanded to include attracting and retaining customers/talent in the same way that marketing segments and targets consumers of the company's products and services. HR must think differently to create value propositions that appeal to the needs of individuals and align with organisational objectives.

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In this session, Vaasu will share with you his views as a marketer:

- What is broken in your selection process?
- How to you pinpoint and attract the talent pools you want?
- How can we fix it?



**Vaasu Gavarasana**  
Chief Marketing Officer

12:30

**Lunch and Networking Break**

13:45

**Case Study**  
**LEVEL UP! How GroupM Attract, Engage and Entertain prospective hires through gaming.**

According to Gallup, only 30% of employees are engaged, costing the economy between \$450-\$550 billion dollars annually in lost productivity. Gamification is a proven solution for boosting employee engagement, and have been successfully deployed at companies including Box, Ericsson, Ford and Oracle. By enabling more compelling training and certification programs, powering easier knowledge sharing and transforming collaboration, gamification have become a important tools for those companies seeking a competitive advantage.

Hear from Michael who will share with you what GroupM effectively engage hires though gaming:

- What it is and what it isn't
- How gamification can help you understand what motivates your employees
- Real examples of how gamification has been used to increase employee engagement and performance



**Michael Wright**  
Head of Talent Acquisition, APAC  
**GroupM**

14:45

**Case Study**  
**Reinventing Campus Recruitment: Finding the best talent thru case competitions at Rohde & Schwarz Asia**

Case competitions are an ideal opportunity to elevate your recruiting strategy and differentiate your brand. They allow you to work closely with our top students during the preparation for the event, and to see first-hand how students think through a business challenge. Many recruiters feel that a case competition provides a much more accurate assessment of a student's ability to perform than a standard interview.

Christine will share with you Rohde & Schwarz experiences in recruiting and engaging STEM students during campus recruitment

- The pros and cons of case competitions
- Finding the right talent thru the case competition
- Creating brand awareness for the organization



**Christine Vasco**  
Human Resources  
**Rohde & Schwarz**

15:15

**Roundtables Discussion 1: Innovative New-Age Sourcing**

## Roundtable 1: How to Create a Killer Recruiting Content Strategy

With thousands of employers vying for the attention of prospective hires online, it's more important than ever to make your recruiting efforts heard over the noise. Compelling stories, job titles and descriptions are critical pieces of your recruiting content strategy.

Discuss about:

- Making it easy for them to find your jobs
- Adding personality (and a dose of reality) to your content
- Using irresistible job descriptions to boost candidate quality

**Moderator:**



**Michael Wright**  
Head of Talent Acquisition, APAC  
**GroupM**

## Roundtable 2: How mobile does your recruitment process need to be?

Developing a mobile recruitment strategy is a hot topic in today's recruiting world. With an estimated 70% of job seekers use mobile devices as they consider their next career move and 23% of all keyword searches from mobile devices containing the word "job" today's employers need to develop a mobile recruitment strategy to stay on top of the competition and achieve recruiting and hiring goals

Discuss about

- Reaching the busiest candidate thru mobile optimization
- Building employer brand & candidate experience
- Connecting with passive candidates with a personalized message

**Moderator:**



**Narasimhan S L,**  
Head of Talent Acquisition APAC & HR Head for SE Asia  
**State Street**

## Roundtable 3: How to optimize the use of multiple social recruiting channels?

It is no longer enough to dabble in social media- a coherent strategy is required. Today, recruiters are deploying social media for multi-pronged strategies: to showcase employer brand, highlight company culture, vet candidates and generate employee referrals. It is therefore increasingly important that employers engage with relevant networks to showcase their potential employees.

Discuss about:

- Is social media dead? Has it reach saturation point?
- What are the differences re: strategies and candidates between types of social media?
- Leveraging social media effectively

**Moderator:**



**Ritu Chaudhari**  
Talent Acquisition Consultant  
**Hewlett-Packard**

15:45

Afternoon Refreshment and Networking Break

16:15

Roundtable Discussion 1 (Continued)

## Roundtable 1: How to Create a Killer Recruiting Content Strategy

**Moderator:**



**Michael Wright**  
Head of Talent Acquisition, APAC  
**GroupM**

## Roundtable 2: How mobile does your recruitment process need to be?

**Moderator:**



**Narasimhan S L,**  
Head of Talent Acquisition APAC & HR Head for SE Asia  
**State Street**

## Roundtable 3: How to optimize the use of multiple social recruiting channels?

**Moderator:**



**Ritu Chaudhari**  
Talent Acquisition Consultant  
**Hewlett-Packard**

17:15

Chairperson's Closing

17:30

End of Day One Conference

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## Day 2 | Thursday | 10 March 2016

8:30 Opening Address by Chairman

9:15 **Think Tank:  
Quality of Hire: Does it Exist?**

Have you ever been asked to measure the performance of your recruiting organization? Are you still giving your leaders updates on time to fill only? Are you stuck with reporting on lagging indicators? Well, you are in the majority, most organizations do not know how to start measuring "quality of hire".

Take this opportunity to learn:

- What goes into "quality of hire" data & How to use this information to help realize a return back on your recruitment investment
- Obtain insights on how to integrate into your recruiter's performance criteria and evaluation
- Benefits to your business

### Panellists:



**Rakesh Rana**  
Senior HRBP & Talent  
Acquisition Leader –APAC  
**Murex**



**Ben Roberts**  
Chief Talent Officer Worldwide  
**Saatchi & Saatchi**



**Sreejith Nambiar**  
Talent Acquisition Leader - APAC  
**Autodesk**

10:15 Morning Refreshment and Networking Break

10:45 **Improving Quality of Hire: Understand Candidates Unconscious Career Anchors**

Findings from a recent study have shown that job candidates have unconscious career anchors that significantly influence their career identities, career choices, and job satisfaction. Adapting interview processes can reveal individual's unconscious career anchors and contribute towards placing the right talent in the right role at the right time. The study also revealed that 80% of candidate's unconscious career anchors were non-monetary meaning that there are many zero cost ways to improve your quality of hire, improve engagement and increase employee tenure.

You will learn:

- About unconscious career anchors and how they influence individuals career identities, career choices and sense of satisfaction.
- How psychological career success is often more important for candidates than monetary success
- Suggestions for incorporating the investigation of unconscious career anchors with other traditional career management and interviewing tools to bring new insights into your interview process.



**Paul Harvey**  
Director Talent Acquisition & HR Ops, APAC & MEA  
**Franklin Templeton Investments**



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11:30

## Panel Discussion: Effective HR Transformation: Integrating Strategic Workforce Planning into Talent Acquisition

Strategic workforce planning is now a business imperative; and as the HR transformation continues to evolve, gaining executive leadership "buy in" and linking to the talent acquisition process is crucial. In this panel, panelist will discuss how the tools and techniques fundamental to strategic workforce planning can be applied in the talent acquisition process to help recruiters identify the strategic issues, provide additional proactive guidance to the business and attract more of the "right" talent to win in the short as well as the long term.

In this panel discussion, you will learn

- The role strategic workforce planning will play in the evolution of HR transformation in 2016.
- Why organizations need to reevaluate their current workforce segmentation approach so you can focus on the impact of strategic organizational roles.
- Strategies for effective partnering—with business leaders and HR peers.

Panellist:



**Suzie Custerson**  
Regional Head of Talent Acquisition, Asia  
**Manulife Financial**



**Sandeep Yadav**  
HR Leader, Global Talent Acquisition  
**MasterCard**



**Anish Lalchandani**  
Product Head of Talent Identification,  
Review and Succession  
**Standard Chartered Bank**

12:30

## Lunch and Networking Break

13:45

## Case Study: Promote Internally vs. Hire Externally: Which Is Better?

Senior HR leaders often face the dilemma: Is it better to promote from within or hire externally?

A study showed that external hires made 18% more than those promoting internally in the same jobs. This savings multiplied across tens, or hundred of internal hires can translate to significant bump to your bottom line. Ideally, it's best to promote from within — assuming the leadership pipeline can supply the right leaders in the right roles at the right times. Often, this is not the case.

Hear from Suzie as she shares how Manulife hires internally and externally:

- The Best Way to Hire from Inside Your Company
- How to Know When to Hire Internally and When to Look Outside
- Overcoming resistance from managers



**Suzie Custerson**  
Regional Head of Talent Acquisition, Asia  
**Manulife Financial**

14:45

## Roundtables Discussion 2 : Top Recruiting Trends

### Roundtable 1: Making your organisation a great place to work?

Creating a positive workplace culture delivers significant productivity and performance benefits.

Discuss about:

- What common attributes does a great employer have?
- Culture influences employee behaviour and performance — so how do you develop a positive culture
- Employee wellbeing programmes - do they make a difference?
- Using your culture as part of the recruitment/retention strategy



**Chris Mead**  
Head of Talent Acquisition, APJC  
**Cisco**

### Roundtable 2: How to find talent for hard-to-fill positions?

Recruiting for new, specialized, or highly positions requires a different approach. Some of these jobs didn't exist 10 years ago, while others require such specialized experience or specific skills that older recruiting methods just can't do. In any case, the need to find talent for these niche jobs is forcing many employers to consider using other recruiting strategies beyond job boards and advertising.

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- What are the successful strategies for recruiting for niche skills?
- How do we expand our talent pool for niche skills not available locally?



**Anthony Keh**

Head of Resourcing & Employee Relations, Senior Assistant Director, Human Resources  
SUTD

## Roundtable 3: Recruiting internally vs outsourcing recruiting

Today, outsourcing of the generalist functions, such as payroll, benefits administration and employee relations, has considerable momentum but the recruiting function is just beginning to be seriously considered.

- Is outsourcing for your organization?
- Building the business case for RPO
- Overcoming internal resistance



**Mark Hedley**

Global RPO Strategy  
Deutsche Bank

15:15

Afternoon Refreshment and Networking Break

15:45

Roundtables Discussion 2 : Top HR trends

## Roundtable 1: Making your organisation a great place to work?



**Chris Mead**

Head of Talent Acquisition, APJC  
Cisco

## Roundtable 2: How do you recruit for innovation?



**Anthony Keh**

Head of Resourcing & Employee Relations, Senior Assistant Director, Human Resources  
SUTD

## Roundtable 3: Recruiting internally vs outsourcing recruiting



**Mark Hedley**

Global RPO Strategy  
Deutsche Bank

16:45

Chairperson's closing

17:00

End of Conference





## NEW-GEN RECRUITING 2016

9 – 10 MARCH 2016 | SINGAPORE

Registration includes: Presentations, luncheons, networking sessions, refreshments and delegate pack

### DELEGATE RATES 2016

All payments receive by / before 18 Feb 2016 is entitled to Early Bird Discount

		2- Days Congress Fee
<b>Early Bird Fee</b>	10% discount for group booking of 3 delegates and above	<input type="checkbox"/> SGD 1,295+ GST
<b>Regular Fee</b>		<input type="checkbox"/> SGD 1,695+ GST
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Position:

Email:

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Main Contact:

Billing Address:

Phone:

Email:

### Contact: Azrielle Looi Hui Yi

**Email:** [info@hrmasia.com.sg](mailto:info@hrmasia.com.sg)

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