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NAVIGATE DISRUPTION
AND CREATE A
PLAN TO THRIVE >>**



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OCTOBER 19–22


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October 19–22

Staffing World 2020— A Virtual Reality Experience

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Brought to you by the American Staffing Association, Staffing World is the largest, most comprehensive convention and expo in the industry. Each year, thousands of staffing executives, professionals, leaders, and innovators convene at Staffing World to share cutting-edge strategies, exchange best practices, and explore the latest products that help leverage world-class companies.

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Get Tools and Connections to Help You Navigate Disruption

Amid today's crises and disruptions, the staffing community is here for you—with advice, resources, and tools you can use to overcome obstacles and create a plan to thrive. Join your peers at Staffing World to tap into the power of this community.

Lowest Rate Ever

With rates as low as \$100 per person, you can bring your entire team for continuing education and professional development. Where else can you get so many high-value insights, connections, and resources for just \$100 per person?

Register Today

Don't navigate disruption alone. Register today to access the full agenda of keynote speakers, Tech Talks, panel discussions, networking events, the virtual exhibit hall, and more.

Register at staffingworld.net.



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VIA SOCIAL MEDIA



There's already a steady buzz on various social media platforms about this year's can't-miss Staffing World experience. Use #StaffingWorld in all your social media postings and become part of the conversation—before, during, and after the event.

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Are You Prepared for the **NEW NORMAL**

80%

of Workers Now Believe
Employers are
Responsible for
Their Healthcare

*2020 MetLife Benefit Trends

Even before 2020, workers already expected their employer to provide for their health and well being; today that expectation is even higher. Employees are no longer willing to gamble with their health, and are looking to their employers for effective and affordable solutions.

Essential StaffCARE specializes in providing ACA-compliant health benefits to staffing and other high-turnover industries. Our portfolio of healthcare plans is designed to provide value for employees as well as their employers, keeping workers healthy, productive and on the job.



Find out all the advantages Essential StaffCARE can add to your operation for success in the new normal.
Contact your ESC representative at 1-877-372-2203



VIRTUAL

**STAFFING
WORLD® 2020**

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Learning & Innovation

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40	Hours	43	Exhibitors
40	Product and Service Categories		

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Please join ASA in thanking its corporate partners for their commitment to and support of the association; its members; and the staffing, recruiting, and workforce solutions industry.



The American Staffing Association is the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA helps the staffing industry create **better** lives, **better** businesses, and a **better** economy.

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Helping you succeed in the new normal



The world has changed, but our commitment to staffing hasn't. We continue to develop innovative and results-driven solutions...even in these challenging times.

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- Find flexible solutions that align with your goals

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WHO WILL BE AT STAFFING WORLD 2020?

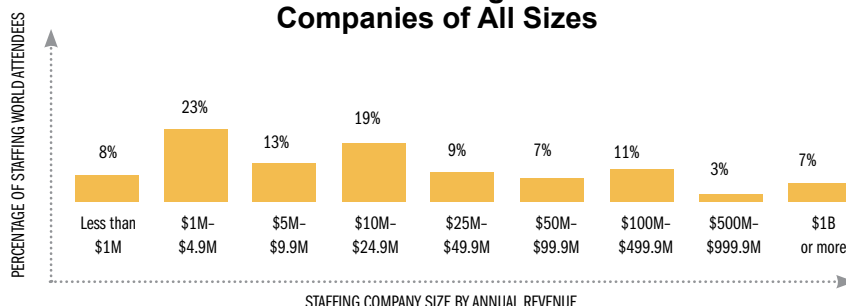
The people you'll find at Staffing World include a range of roles, sectors, expertise, and years in the business. Whether you're a seasoned industry veteran or a new staffing specialist, you'll make valuable connections to help you develop professionally, improve your company, and advance your career.

Connect With Your Staffing Community Peers

Your Staffing Sector Peers Will Be at Staffing World

Engineering, IT, Scientific	28%
Health Care	23%
Industrial	68%
Office-Clerical & Administrative	65%
Professional-Managerial	45%
Direct Hire/Search and Placement	56%
Other	2%

Connect With Staffing Peers From Companies of All Sizes



Your Staffing World Peers Have a Wide Range of Experience

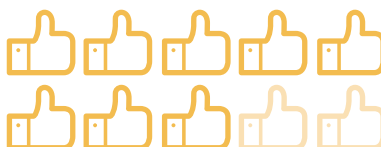
Owner/Operator/Principal/Partner	22%
President/CEO	11%
COO/CFO/CTO/CMO/CIO	5%
Vice President	7%
General Counsel	1%
Director	12%
Manager	15%
Recruiter	11%
Sales and Customer Service Representative	5%
Human Resources	6%
Other	5%

Connect With New Staffing Peers as Well as Industry Veterans

	1-2 years	12%
	3-5 years	17%
	6-10 years	13%
	11-15 years	14%
	16-20 years	13%
	More than 20 years	31%
	Silent Generation	2%
	Baby Boomers	29%
	Generation X	48%
	Millennials	20%
	Generation Z	1%



Attendees love Staffing World—92% satisfied in 2019



81% say they really enjoy the Staffing World Expo



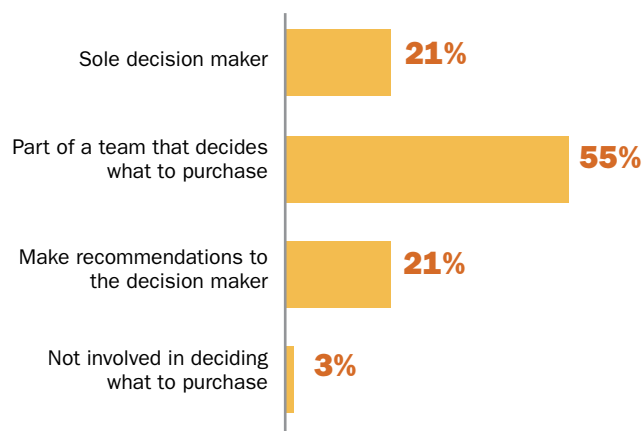
Variety of exhibitors
(77% satisfied)



Networking opportunities
(78% satisfied)

Did You Know?

Most of your Staffing World peers help make purchasing decisions for their firms.



STAFFING WORLD SUCCESS STORIES



Connect With These Staffing Professionals and Many More at Staffing World 2020, Oct. 19–22

"I took away helpful tips and tactics that I could bring back and share with my co-workers on being a better staffing specialist. You can definitely see a return on your investment. You just have to be open to absorbing, listening, and connecting."

—**Michelle Monroe, CSP**,
training and staffing specialist
at Hughes Resources



"Staffing World absolutely gives us a competitive advantage. We learn so much about the industry and where it's going. If you don't understand your industry, you're going to fall behind very quickly."

—**Maggie Williams**, director of
performance for Corporate Brokers



"For me the No. 1 reason to attend is the networking and engagement with other staffing professionals. There are very few events where you have so many people going through the same challenges as you are on a daily basis."

—**Jason Leverant, TSC, CSP, CSC, CHP**, president and COO of
AtWork Group

BRING YOUR WHOLE TEAM

to add even more perspectives to the mix; together we'll move the industry forward. Register today at staffingworld.net for as low as **\$100 per person.**

Staffing World Agenda

Subject to change. All times reflect the Eastern time zone.

OPENING DAY

MONDAY

OCT. 19

- 12:45–2:15 p.m. **Keynote Presentation** by Heather McGowan, Sponsored by World Wide Specialty Programs
- 2:15–3 p.m. Networking Break With Exhibitors
- 3–3:45 p.m. Breakout Sessions
- 3:45–4:15 p.m. Networking Break With Exhibitors
- 4:15–5 p.m. Breakout Sessions
- 5–5:45 p.m. Networking Break With Exhibitors

TECH TUESDAY

TUESDAY

OCT. 20

- 12:45–2:30 p.m. **Keynote Presentation** by Erik Qualman
- 2:30–3 p.m. Networking Break With Exhibitors
- 3–3:45 p.m. Breakout Sessions
- 3–4:30 p.m. Special Session! The Staffing Tank
- 3:45–4:30 p.m. Networking Break With Exhibitors
- 4:30–5:15 p.m. Tech Talks
- 5:15–6 p.m. Happy Hour, Sponsored by Essential StaffCARE, and Networking Break With Exhibitors

WORK BETTER WEDNESDAY

WEDNESDAY

OCT. 21

- 12:45–2 p.m. **Keynote Presentation** by Marc Morial, Sponsored by Anthem
- 2–2:30 p.m. Networking Break With Exhibitors
- 2:30–3:15 p.m. Breakout Sessions
- 2:30–5 p.m. Speed Coaching
- 3:15–3:45 p.m. Networking Break With Exhibitors
- 3:45–4:30 p.m. Breakout Sessions
- 4:30–5 p.m. Networking Break With Exhibitors
- 5–5:30 p.m. Breakout Sessions

CLOSING DAY

THURSDAY

OCT. 22

- 12:45–1:30 p.m. Breakout Sessions
- 1:30–2 p.m. Networking Break With Exhibitors
- 2–3 p.m. Game Changers and Breakout Session
- 3–3:30 p.m. Networking Break With Exhibitors
- 3:30–5 p.m. **Keynote Presentation** by Carla Harris, Sponsored by Tannenbaum Helpert Syracuse & Hirschtritt LLP
- 5–6 p.m. Happy Hour With Exhibitors



Miss a session?

Most recordings will be available for on-demand viewing after the convention.



Meeting Participant ID: 42

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37

Manage Participants



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We're In This Together

Even though we're in uncharted waters, we'll navigate through together and come out stronger.



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A LA CARTE OPTIONS

1-Day Pass

Staffing professionals may select single-day access for Monday–Thursday.

\$195/day

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(\$295 nonmember)

Opportunities for Industry Suppliers

Industry Supplier rates to attend are available for \$1,405 for ASA members and \$2,140 for nonmembers.



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Staffing World Virtual Reality Platform



INTRODUCING THE STAFFING WORLD 2020 VIRTUAL PLATFORM

What if there was a virtual event platform designed **just for the staffing community?**

What if you could find expert insights and business-building resources **all in one place?**

What if you could browse an **online exhibit hall, meet vendors, and network** along the way?

What if the new normal felt more like the old normal?

No more “what ifs.” This is all happening at Staffing World 2020 virtual!

Thanks to a cutting-edge virtual reality platform, you'll connect, learn, and share much like you would in person. This innovative online space was designed by and for staffing professionals specifically for this year's convention and expo.

Virtual Platform Features

- Create and customize your avatar—including face, hair, and clothing.
- Visit virtual session rooms to get the latest industry knowledge and resources you can use to grow your business.
- Sit in the theater to hear cutting-edge insights and advice from nationally renowned keynote speakers.
- Browse the virtual exhibit hall to meet vendors, overhear conversations, and engage in unscripted networking.
- Chat with colleagues in the Coffee House, or head to a private room for one-on-one dialog. The Coffee House will also feature Knowledge Bites—new this year!

We can't wait for you to experience this immersive technology and feel like your “old normal” self again!



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Go to **staffingworld.net**
for details.

Virtual platform powered by



Staffing World Keynote Presenters

Hear from some of the brightest minds in business today on current hot-button issues: the future of work, digital transformation, impactful leadership, and inclusivity. You'll have the chance to ask your most pressing questions during the live Q&A immediately following each keynote.



Heather E. McGowan

Future of Work Strategist

Future of work strategist Heather McGowan helps startup companies and Fortune 500s meet the challenges of the Fourth Industrial Revolution—the rapid advancement of technology tools into the domain of human knowledge work. Her think tank, called Work to Learn, promotes a vision of future work driven by continuous education and adaptation.

The Future Company: Culture, Diversity, and Identity Crisis

Get insights, analysis, and forecasts to help you prepare for and adapt to changing business environments and jobs that do not yet exist. Hear future of work strategist Heather McGowan open Staffing World with a powerful presentation about what you must do to successfully learn and adapt.

McGowan will explain how to navigate the new world of rapid learning, unlearning, and adaptation by getting comfortable with ambiguity and vulnerability. You'll discover how to become a champion of human potential in learning tours filled with unknowns. McGowan will also share strategies to help you let go of "the way we have always done it" so you can thrive. You will leave this session better prepared for whatever the future holds.



Follow @heathermcgowan
#StaffingWorld



Keynote Presentation

Monday, Oct. 19

12:45–2:15 p.m.

Sponsored by



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Erik Qualman

Digital Transformation Expert

Digital leadership and transformation visionary Erik Qualman says his work includes technology choices and solutions—but at its core, it's about people. Qualman helps business leaders and their companies succeed and grow by embracing and harnessing the power of a digital world—a world that continues to be fueled by relationships and connections.

Digital Transformation: Design Your Future

Get tips and tricks to implement current and future digital trends to maximize your staffing firm's impact on the world. Hear from Qualman on Tech Tuesday at Staffing World.

Qualman will explain why you don't have a choice on whether to digitally transform; the choice is how well you do it. From this keynote, you'll take away new techniques, including Posting-It-Forward and Being FLAWsome, and other insights to positively impact and transform your company. Plus, you'll learn the five habits that drive success and happiness for employees, partners, clients, and customers in a wi-fi world.



Follow @equalman
#StaffingWorld



Keynote Presentation

Tuesday, Oct. 20
12:45–2:30 p.m.

Staffing World Keynote Presenters



Marc Morial

President and CEO, National Urban League

Marc H. Morial is president and chief executive officer of National Urban League, the nation's largest civil rights organization dedicated to economic empowerment, equality, and social justice. As mayor of New Orleans from 1994 to 2002, Morial led New Orleans' renaissance, and left office with a 70% approval rating. A graduate of the University of Pennsylvania with a degree in economics and African American studies, he also holds a law degree from Georgetown University.

Tough Lessons Learned: Diversity, Inclusion, Staffing, and Success

There have been few times in history when leaders in the world of work could have a greater impact on the nation's future than right now. As Americans continue to struggle with surviving a pandemic, navigating a recession, facing unemployment, and battling social injustice, companies and communities must work together to inspire change, success, and prosperity well into the future. But how does this happen meaningfully and effectively? What kinds of strategies must be in place for business leaders and the communities they serve to equally succeed?

In this keynote, Morial discusses the country's most poignant issues in the context of diversity and inclusion, employment trends, and economic opportunities. He will delve deeply and uncomfortably into lessons learned in the nation's history and give those lessons current context. This powerful presentation will empower employers, business leaders, and the staffing community as a whole with the knowledge, strategies, and tough answers they need to make the most of opportunities right now and prepare for the challenges ahead.



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Keynote Presentation

Wednesday, Oct. 21

12:45–2 p.m.

Sponsored by



Carla Harris

Impactful Leadership Expert and Morgan Stanley Vice Chairman

In addition to serving as vice chairman of global wealth management and senior client adviser at Morgan Stanley, Carla Harris is a leading keynote presenter on motivation, success, and exceeding expectations. In her current role at Morgan Stanley, she is responsible for increasing client connectivity and penetration to enhance revenue generation across the firm. The recipient of numerous professional awards, Harris was appointed by president Barack Obama to chair the National Women's Business Council in 2013. She is the author of two bestselling books: *Strategize to Win* and *Expect to Win*.

Impactful Leadership: Currency, Change, and Creating a Powerful Presence

Learn how to maximize your success as a leader in your current career environment or in the environment you want. Hear from Harris on why you must embrace the power of perceptions in the workplace to achieve positive change.

In this closing keynote, Harris will expand on ideas from her books to help you understand the concepts of performance currency vs. relationship currency, managing through and creating change, and how to be an impactful and influential leader. You will also learn the importance of authenticity and the role it plays in powerful leadership.



Follow @carlaannharris
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Keynote Presentation

Thursday, Oct. 22
3:30–5 p.m.

Sponsored by



Tannenbaum Helpert
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Continuing Education

Staffing World offers multiple ways to earn continuing education (CE) hours toward maintaining your ASA Certified Staffing Professional®, Technical Services CertifiedSM, Certified Health Care Staffing Professional®, or Certified Search Consultant® credential. Learn more at americanstaffing.net/certification.

Continuing Education at Staffing World 2020

By attending the various virtual sessions, Tech Talks, and Game Changers at Staffing World, you can earn up to 12.0 CE hours required for ASA certification renewal—including some legal hours.



Join the Industry Elite

More than 12,000 staffing professionals have reached the height of industry excellence; these individuals have earned one or more credentials from ASA. Join the industry elite—learn more at americanstaffing.net/certification.

SHRM-CP and SHRM-SCP Certification

Staffing World sessions will be submitted to the Society for Human Resource Management for recertification credit hours.

HR Certification Institute

Staffing World sessions will be submitted to the HR Certification Institute for recertification credit hours.

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Check out Tannenbaum Helpern's HR Monthly Program at www.thsh.com/monthly-hr-support. For a fixed monthly fee, you can access experienced legal counsel for your HR and employment-related questions regarding coronavirus and other issues affecting the workplace.

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TECH TALKS

Tech Talks



This year, “Tech Tuesday” (Oct. 20) delivers a track of content dedicated to technology solutions and strategies specific to the industry—including the ever-popular Tech Talks. Staffing professionals can choose to immerse themselves in targeted tech content all day long—or mix it up with other convention content.



Tech sessions include:

- Digital Transformation: Design Your Future
- Rise of the Robots: Friend or Foe for Women in the Future of Work
- My Tech Stack Is Better Than Yours

Plus, get all the technology-related answers your staffing and recruiting company needs by watching Tech Talks—short, targeted presentations by vetted technology experts that address staffing-specific tech challenges.

Check out any of the following Tech Talks during their dedicated time slot on Tuesday, Oct. 20, 4:30–5:15 p.m. Eastern, or anytime you'd like—they're on-demand. Visit staffingworld.net for complete Tech Talk session descriptions.



Miss a Tech Talk?

You can watch the recording later.

Subject to change.

Data Security in a Time of Remote Hiring and Onboarding

Adam Rochelle, executive director of IT and application development, Essential StaffCARE

How to Use Labor Market Data to Win the War for Talent

Bruce Evans, executive vice president, enterprise and staffing, Emsi

The Perfect Recruiting Dashboard—Level Up Your Talent Acquisition Pipeline

Tim Keckler, solutions architect, Crelate

Candidate Onboarding: How Bad Could a Bad First Day Really Be?

Robert Mann, enterprise account manager, EmployStream

The Future of Candidate Engagement

Jonathan Melton, account and partnership manager, Text-Em-All

Deep Dive Into the Onboarding Checklist

David LaMontagne, director of security and compliance, Essium LLC

How Technology Impacts the Candidate Experience and Drives Engagement

Jon Rutten, senior enterprise account executive, Avionté Software

Managing Your Company in a Challenging Economy

Mike Neidle, president, Optimal Management Inc.

Learn How to Build, Nurture, and Grow a Healthy Talent Community

Chris Kennedy, vice president of sales, WorkLLama

Digital Transformation for the Staffing Industry With RCS

Jonathan Porter, sales manager, staffing and recruiting, Zipwhip

Going Digital: Adapting to Remote Branches

Rick Bowman, CEO, Shiftgig

Ensuring Remote Recruiting Flexibility With JobDiva

Tony Bosco, vice president of business development and alliances, JobDiva

It's Time to Clean Up Your (Data) Act

Danny Ashraf, director, Monster U.S. Staffing

Satisfaction Survey Technology: 5 Ways to Leverage #GoodNews to Accelerate Firm Growth

Bridget Harper, vice president of customer success, ClearlyRated

Drug Testing State Law Compliance—How to Get Alerts in Real-Time

William Judge, Esq., principal research architect, Center for Drug Test Information

A Guide to Using Technology to Make Your Advertising Dollars Go Further

Matt Lozar, director of recruitment marketing, Haley Marketing

Staffing Platforms: Rapidly Changing Trends Amid Covid-19

Tosh Cook, CEO, gigRonin Staffing Inc.

Automation: How to Win in the New World of Work

Jason Heilman, co-founder and CEO, Herefish

CHANGERS

Game Changers



Game Changers

Back by popular demand, Staffing World Game Changers are TED Talk-style, tag-team presentations by suppliers and their clients on solutions that deliver for staffing companies.

These practical case studies offer real-world examples of how your peers are leveraging the help of staffing industry suppliers to solve their pressing business needs.

Check out any of the following Game Changers during their dedicated time slot on Thursday, Oct. 22, 2–3 p.m. Eastern, or anytime you'd like—they're on-demand. Visit staffingworld.net for complete Game Changers sessions descriptions.



Miss a Game Changer?

You can watch the recording later.

Subject to change.

How Leveraging Thought Leadership as a Growth Strategy Led to Nearly \$4M in Revenue

*Leslie Vickrey, CEO and founder, ClearEdge Marketing
Anna Frazzetto, chief digital technology officer, Harvey Nash*

Build Back Better: Leveraging Technology in Today's Virtual Environment

*Avionté Software
Nikki Palmer, partner, client service, David Aplin Group*

ABCs of Sourcing: Talking Automation, Branding, and Conversion With the Nation's Largest Educational Staffing Firm

*Timothy Hearon, CEO, Rewired Solutions Inc.
David Faith, vice president of business systems, ESS Source4Teachers*

Indotronix Avani Group Grows 2X With Ceipal

*Sameer Penakalapati, managing partner, Ceipal
Venkat Mantha, president, Indotronix Avani Group*

Staffmark + WorkN: Changing the Game in Commercial Staffing Recruitment

*Jakob Rohn, founder, WorkN
Forrest Wagner, CIO, Staffmark*

Building a Culture of Accountability

*Mike Lejeune, president, Lighting the Path
Jonathan Wood, director, technical and management search, Wood Personnel*

Maximizing Profitability and Cash Flow to Enhance and Expand Your Value

*Jerry Grady, partner, UHY LLP
Leslie Kahn, president and CEO, ALTO Health Care Staffing Inc.*

Beyond Best of Staffing—a Practical Approach to Leveraging Reputation to Fuel Growth

*Eric Gregg, CEO and founder, ClearlyRated
Adam Bleibtreu, chief marketing officer, Creative Circle and ASGN*

Candidate Engagement in a Post-Covid Job Market

*Lenore Convery, director, enterprise staffing division, Monster U.S. Staffing
Tom Becker, executive vice president of recruiting, The Judge Group, and CEO and founder, Talennium*

How Innovative Technology Helps Nesco Resource Grow and Stay Effective

*Emily Clark, chief product officer, JobDiva Inc.
Heath Luikart, vice president of operations, Nesco Resource*

Forklifts: A Claim Waiting to Happen

*Bob Thompson, president, World Wide Specialty Programs
Monte Block, CEO, Rotator Staffing Services Inc.*

Reboot and Rebuild Business After Covid-19

*Amy Bingham, staffing industry consultant, trainer, and leadership coach, Bingham Consultants
Brian Howard, division vice president, Trillium Driver Solutions*

ESC Provides Increased Value During Challenging Times

*Marco Nunez, senior analyst, Essential StaffCARE
Jennifer Lee, human resource manager, and Jodi Willingham, controller, Staff Force Inc.*

Staffing World Sessions

Subject to change. All times reflect the Eastern time zone.



KEEP AN EYE OUT FOR EACH SESSION'S KEY FOCUS AREAS.

Monday, Oct. 19—OPENING DAY

Staffing World 2020 will be a virtual reality experience packed with valuable content and opportunities to connect with your peers.

12:45–2:15 p.m.

SUPER SESSION

Each keynote presentation at Staffing World begins with a brief Super Session—designed to give you the information and inspiration you need to maximize your day.



Keynote presentation by Heather McGowan

The Future Company: Culture, Diversity, and Identity Crisis

The future of work—for both individuals and organizations—relies on rapid learning, unlearning, and adaptation. Future of work strategist Heather McGowan opens Staffing World with a powerful presentation about what we must do to successfully learn and adapt. We must be willing to let go of “the way we have always done it,” McGowan says, as well as “who we think we are”—which can be even more challenging. Navigating this world of rapid learning, unlearning, and adaptation requires that we become comfortable with ambiguity and vulnerability, allowing us to become champions of human potential in learning tours filled with unknowns. In 2017, LinkedIn ranked McGowan as its No. 1 global voice for education. Pulitzer Prize-winning *New York Times* columnist Thomas Friedman frequently quotes her in his books and columns and describes McGowan as “the oasis” when it comes to insights into the future of work. McGowan’s insights, analysis, and forecasts help employees and leaders alike prepare for and adapt to jobs that do not yet exist and business environments that continue to evolve. **1.0 CE**

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3–3:45 p.m.

BREAKOUT SESSIONS

Choose to participate in one of these concurrent sessions.

Ensuring Health and Safety When Threats Are All Around

Sharon Davis, CSHO, occupational safety manager, Elwood Staffing Services



SESSION FOCUS: Legal issues and risk management

For the staffing and recruiting industry, nothing is more important than ensuring that employees are safe at work—and Covid-19 has intensified the industry’s focus and commitment to worker safety and well-being. Join Sharon Davis as she discusses ways that Elwood Staffing Services has addressed some of the most pressing industry safety measures, including personal protective equipment (PPE) issues and regulations, new job opportunities, modified duty employees, Occupational Safety and Health Administration updates, Centers for Disease Control guidelines, and more. Health and safety may have once been as clear as day—but now, versatility and flexibility may be key. **0.75 Legal CE**



Miss a session?
Most recordings will be available for on-demand viewing after the convention.

Staffing Strong: Resilience in the Face of Adversity

Kelly Irons, CEO, developUs



SESSION FOCUS: The new normal workplace, now and postpandemic

Being a staffing professional takes real grit even in the steadiest of times. This session will give staffing and recruiting professionals the tools and strategies they need to build their capacity for resilience—especially in challenging situations. You will have the opportunity to reflect upon and reimagine your choices, which impact your ability to bounce back from obstacles you may face—whether big or small. You will engage in interactive discussions with your peers to analyze and determine which strategies will produce the best results for you. **0.75 CE**

The Post-Covid-19 Learning Landscape: Skill-Building in the Era of Remote Work

Mary Ann McLaughlin, managing partner, Butler Street Consulting



SESSION FOCUS: Personnel management, onboarding, retention, employee development

Learn how sellers and recruiters must adjust the way they do business in order to meet their customers and prospects where they are in today's rapidly changing business landscape. What are the new skills needed for successful virtual selling, recruiting, and leading? How can virtual training and hybrid learning increase employee retention and productivity? You will learn the critical aspects of virtual skill-building to ensure it's engaging, relevant, and immediately applicable, and walk away with best practices to get started—regardless of marketing or internal resources. **0.75 CE**

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Creating a Gen Z Candidate Pipeline

Liz Wessel, co-founder and CEO, WayUp



SESSION FOCUS: Talent acquisition, recruiting best practices

Gen Z is the most racially and ethnically diverse generation yet. However, whether it's struggling to attract diverse candidates or struggling to increase hiring efficiencies, many companies are grappling with how to hire top talent from this generation. In this session, you will identify strategies for efficiently and consistently filling your talent pipeline with top early-career candidates and streamlining your hiring processes to accommodate the preferences of this generation. **0.75 CE**



New This Year—Knowledge Bites

Don't have time to take a full hour to dive deep into a topic? Don't worry—ASA has you covered with Knowledge Bites. These are short, 3–5 minute videos on a wide variety of subjects—from how to deal with candidate ghosting to improving your email marketing, and much more. Presented by leading industry experts, these short talks provide you with tips and tactics that you can immediately take back to your office and implement. Plus, they're available on demand, so no need to worry about missing an important networking opportunity or session. Quickly get the tailored knowledge you need, when you need it—you'll find these in the Coffee House.

Staffing World Sessions

4:15–5 p.m.

BREAKOUT SESSIONS

Choose to participate in one of these concurrent sessions.

Staffing Industry Leaders: Coaching for Performance, Unlocking Leadership Potential

Panel facilitated by Kathi Graham-Leviss, president, XBLInsight Inc.

Panelists: Mike Anderson, operating partner, One Rock Capital Partners LLC; Rebecca Henderson, CEO, Randstad global businesses and executive board member; Loretta Penn, former president, Spherion Staffing, and executive coach, XBLInsight Inc.; Mike Smith, senior vice president of talent, National Football League



SESSION FOCUS: Leadership skills, executive development

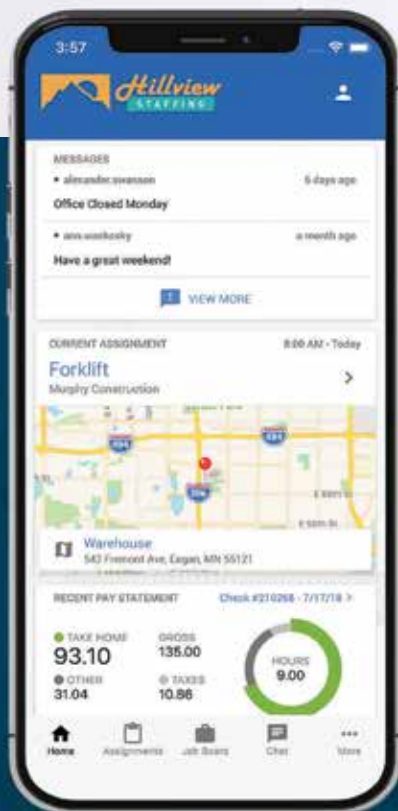
This lively panel discussion will help business leaders at all levels and at all company sizes explore strategies and techniques for improving overall performance in their operations by influencing, motivating, and coaching employees. Panelists, representing decades of tactical experience and success, will share and analyze real-world examples of leadership development. Through the exploration of each panelist's extensive knowledge and experience, participants will learn about proven strategies to improve their ability to lead and influence. **0.75 CE**

Interviews Are Out. Working Sessions Are In



SESSION FOCUS: Talent acquisition, recruiting best practices

Have your hiring managers ever left an interview without really understanding how a candidate would approach the job? They're not alone. Rather than a routine résumé walk-through, strategic working sessions allow hiring managers to see how a candidate thinks and communicates—in the context of his or her unique needs and abilities—so managers can understand how a candidate will make an immediate



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impact in the role. In this session, you will learn about the tangible benefits of implementing working sessions—to give talent practitioners the tools they need to successfully bring these to life and reap the benefits of strategic candidate placement for their organizations. **0.75 CE**

Fostering and Purposefully Shaping Workplace Culture

Shane Jackson, president, Jackson Healthcare



SESSION FOCUS: The new normal workplace, now and postpandemic

How do you shift from asking “What is culture and why should I care about it?” to “How can I use culture as leverage in creating an organization I love to lead?” Join Jackson Healthcare’s president, Shane Jackson, as he shares how he’s learned to purposefully shape and sustain a strong, tangible workplace culture firsthand through growing Jackson Healthcare into the \$1 billion company it has become. Learn the secrets of creating a culture that is something you feel when you talk with associates who describe their sense of purpose, their connection to the community, and the confidence they feel in themselves because of the clear and certain nature of the company’s values. **0.75 CE**

Special Session! Solve the Case



SESSION FOCUS: Leadership skills, executive development

In this highly interactive session, you will partner with your colleagues across the staffing industry to tackle some of the trickiest issues in the industry. You will be tasked with solving cases taken directly from the real-world experiences of leading firms. Through discussion and exploration, you will gain strategic insight, strong networking connections, and new perspectives to take back and add value to your company. Come join the session and put your knowledge and experience to the test. *Note: This session will not be recorded.* **0.75 CE**

**SOLVE
THE CASE**



Tuesday, Oct. 20—TECH TUESDAY

On Tech Tuesday at Staffing World, sessions throughout the day will cover a wide range of topics—but there is a special focus on technology solutions, including Tech Talks.

12:45–2:30 p.m.

SUPER SESSION



Keynote presentation by Erik Qualman

Digital Transformation: Design Your Future

We don’t have a choice on whether we digitally transform; the choice is how well we do it. Staffing industry leaders in this digital decade are made—not born. The key is not only understanding social media, the internet of things, mobile, artificial intelligence, Blockchain, etc., but—more importantly—understanding how they work together. During this Staffing World keynote session, Qualman will give you tips and tricks on how to implement current and future digital trends to maximize your organization’s impact on the world. As an added bonus, Qualman will also showcase the five habits that drive success and happiness for employees, partners, clients, and customers in a wi-fi world. Staffing World attendees will learn new techniques, including Posting-It-Forward and Being FLAWsome, and other insights to positively impact and transform their companies. **1.0 CE**

3–3:45 p.m.

BREAKOUT SESSIONS

Choose to participate in one of these concurrent sessions.

Rise of the Robots: Friend or Foe for Women in the Future of Work

Audra Jenkins, chief diversity and inclusion officer, Randstad Holding NV



SESSION FOCUS: Building an inclusive workplace

Staffing World Sessions

Studies show that companies with women on their leadership teams perform better—but how will the future of work affect the strides women continue to make? Among the factors that can result in gender inequality in the workplace, technology and automation pose the greatest peril. In this session, explore technology-based factors creating roadblocks for women and how you can remove those barriers at your company right now. You will also take away strategies that address the future of diversity and inclusion (D&I). According to the World Economic Forum, 57% of jobs currently filled by women will be at risk from technology advancements between now and 2026. Make sure your company can respond to new challenges, fuel innovation, and drive better business outcomes now and in the future because it has a comprehensive D&I plan in place. **0.75 CE**

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My Tech Stack Is Better Than Yours

Panel facilitated by Brian Delle Donne, president, Talent Tech Labs



SESSION FOCUS: Technology platforms and software

Building the right tech stack for your company is more than choosing from the trendy startups or those with the biggest name recognition. It's about understanding which technologies allow you to address the critical challenges of your business in an increasingly digital age. Moderated by Talent Tech Lab's president, Brian Delle Donne, this panel of industry leaders and staffing technology experts will unpack the process of effectively choosing the right tools for you. This must-see session will uniquely enable your company to select and deploy the best solutions to scale your business in this rapidly changing staffing industry. **0.75 CE**

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No Admittance: How to Sell When You Can't Be in the Room

Mike Lejeune, president, Lighting the Path



SESSION FOCUS: Business development, sales, marketing

Thank You, Women in Leadership Interest Group Sponsors



The Women in Leadership interest group is sponsoring the following Staffing World sessions:

- Rise of the Robots: Friend or Foe for Women in the Future of Work
- So, You Know Your Unconscious Bias. Now What?
- Action-Oriented Solutions to Address D&I in Staffing Organizations



Today, client visits and prospect presentations are not an option. Yet business development is more than smiling and dialing—it's building a brand for your company, to cut through the chaotic atmosphere we are competing in. Are you making enough noise in your market? This program helps position you to stand out and create connections with decision makers. Turn your calls into information gathering and sharing machines rather than commercials. Learn how to be considered a thought leader with a servant's heart. **0.75 CE**

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3–4:30 p.m.

Special Session! The Staffing Tank



SESSION FOCUS: Business development, sales, marketing



During this special Staffing World session, bring your top-notch business ideas with you. Share these ideas with executives from leading staffing firms and get valuable feedback on how to improve and implement them. The industry executives will decide which ideas make the cut. Could it be your idea? Prizes will be awarded to those who survive the feeding frenzy of staffing piranhas! *Note: This session will not be recorded.*

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4:30–5:15 p.m.

TECH TALKS

Get all the technology-related answers your staffing and recruiting company needs by tapping into Staffing World Tech Talks. These short presentations by technology experts will address staffing-specific tech challenges. Watch as many as you would like, in any order—they'll be available for on-demand viewing after the convention as well! Want to continue the conversation? Visit the experts' booths in the Staffing World expo hall. **0.75 CE**

See page 23 for a full list of Tech Talks.

Wednesday, Oct. 21—WORK BETTER WEDNESDAY

Sessions throughout the day will cover a wide range of topics—but there is a special focus on workplace culture.

12:45–2 p.m.

SUPER SESSION



Keynote presentation by Marc Morial

Tough Lessons Learned: Diversity, Inclusion, Staffing, and Success

There have been few times in history when leaders in the world of work could have a greater impact on the nation's future than right now. As Americans continue to struggle with surviving a pandemic, navigating a recession, facing unemployment, and battling social injustice, companies and communities must work together to inspire change, success, and prosperity well into the future. But how does this happen meaningfully and effectively? What kinds of strategies must be in place for business leaders and the communities they serve to equally succeed?

Marc H. Morial, president and chief executive officer of National Urban League—the nation's largest civil rights organization dedicated to economic empowerment, equality, and social justice—discusses the country's most poignant issues in the context of diversity and inclusion, employment trends, and economic opportunities. Morial, who served as mayor of New Orleans from 1994 to 2002, will delve deeply and uncomfortably into lessons learned in the nation's history and give those lessons current context. This powerful keynote presentation will empower employers, business leaders, and the staffing community as a whole with the knowledge, strategies, and tough answers they need to make the most of opportunities right now and prepare for the challenges ahead. **0.75 CE**

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2:30–3:15 p.m.

BREAKOUT SESSIONS

Choose one of these concurrent sessions.

Welcome—Now Get to Work Solving the Onboarding Problem

Panel facilitated by Sara Luchsinger, CSP, vice president of organizational development, SEEK Careers/Staffing

Panelists: Daniella Adinolfi, CSP, vice president of recruiting, Industrial Staffing Services Inc.; Lewis Cheatwood, training manager and director of operations, Abbttech Professional Resources; Tiffany Travis, director of talent development, Curative



SESSION FOCUS: Personnel management, onboarding, retention, employee development

Let's face it, training your team often takes a back seat to the chaos that is staffing. Typical training strategy in staffing is "jump in" and make it happen. While learning through osmosis is a fast way to see if your recruiters have what it takes, it can also land your company in legal and financial trouble if bad placements are made. Not to mention the evergreen issue of retention. Change your training strategy, and your time to productivity could be reduced from six months to 30 days. This panel will focus on how any size staffing company can create an onboarding program that addresses these issues and gets the best possible results from its new recruits in the shortest possible time. **0.75 CE**

The Expanding Gig Economy and Implications for Staffing Firms

Panel facilitated by Art Papas, CEO, Bullhorn



SESSION FOCUS: The future of work, artificial intelligence, big data, augmented reality, virtual reality

For years business leaders and analysts have been saying that the gig economy is coming, and that we better get ready. Well, it's arrived and seems to be here to stay. Through an exploration of some of the key pillars on which the gig economy stands, moderator Art Papas and a panel of staffing industry executives will provide you with the facts and strategies you should be aware of to make sure your firm is able to evolve to stay relevant in the new gig economy landscape. **0.75 CE**


So, You Know Your Unconscious Bias. Now What?

Nika White, Ph.D., Nika White Consulting




SESSION FOCUS: Building an inclusive workplace


Unconscious bias is a term many have heard of and some have explored. However, once you are aware of your biases, what are the next steps? What actions can you take to minimize impact on the


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decisions you make and the way you interact with others? This session will explore those questions and help you to develop a plan of action to make strides in creating an environment where biases exist but their impact is greatly diminished. **0.75 CE**

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2:30–5 p.m.

SPEED COACHING

Is there a specific topic on your mind that isn't already covered in another session? Do you need some guidance on a leadership challenge you are facing? Are you trying to take your career or business to the next level but need some outside perspective? Coaching may be for you. Schedule a 15-minute speed coaching session with one of our industry expert coaches. Each coach comes from a unique background and is equipped to help you take the next steps to realize your goals. Whether you are new to the industry or an experienced industry executive, discover the value of a one-on-one speed coaching session. *Note: Speed coaching sessions will not be recorded.*

3:45–4:30 p.m.

BREAKOUT SESSIONS

Choose one of these concurrent sessions.

The Most Entertaining Virtual Employment Law Game Show Ever!

Panel facilitated by Stephen Dwyer, Esq., senior vice president and chief legal and operating officer, ASA

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Panelists: Ed Lenz, Esq., senior counsel, ASA; Toby Malara, Esq., government affairs counsel, ASA; Brittany Sakata, Esq., associate general counsel, ASA



SESSION FOCUS: Legal issues and risk management

ADA, FMLA, PPP, UI, FFCRA...OMG! Employment law in a postpandemic world is a minefield of acronyms, but never fear—the ASA legal team is here. Back by popular demand, ASA's crack legal team hosts a fun and fast-paced legal game show, bringing you the answers to some of your most vexing staffing law questions. Don't miss the legal fun and games along with must-know legal concepts. And if you're working toward ASA certification, this is a great way to solidify your understanding of staffing law. **0.75 Legal CE**

Action-Oriented Solutions to Address D&I in Staffing Organizations

Panel facilitated by Janette Marx, chief executive officer, Airswift

Panelists: Misty Dervic, senior director, client services, Randstad; Amelia Nickerson, CEO, First Step Staffing; Candace Whitaker, senior vice president of human resources, Signature Consultants LLC



SESSION FOCUS: Building an inclusive workplace

Diversity and inclusion (D&I) mean more than just race and gender. A growing focus has finally been placed on creating cultures and environments where different voices are heard and encouraged. Join this panel of industry executives as they discuss practical D&I solutions that have been implemented at their companies and are making a difference. They will discuss topics such as addressing internal pay equity and sourcing talent from challenging socioeconomic environments, among many others.

0.75 CE

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WOMEN IN LEADERSHIP



Distributed Work Best Practices: Lessons Learned

Patty Hampton, CSP, vice president and managing partner, Nonprofit HR; David Leto, president, Palmer Group; Jennie Taylor, president, NW Staffing Resources



SESSION FOCUS: The new normal workplace, now and postpandemic

Whether you have one employee, one department, or your entire office working remotely—you have a distributed team. Hear from a panel of staffing industry executives who have a distributed workforce model in place and lessons they have learned each step of the way. How do they maximize opportunities to connect with internal employees, clients, and candidates in innovative ways? What technologies have they implemented? Security best practices? Productivity models? This panel will take a deeper dive into their distributed work strategies and share implementation plans. **0.75 CE**

5–5:30 p.m.

BREAKOUT SESSIONS

Choose one of these concurrent sessions.

I Used to Know How to Do This Job, But Everything Changed

Roundtables moderated by John Thomas, CSP, CSC, professional developer, Express Employment Professionals



SESSION FOCUS: The new normal workplace, now and postpandemic

During this virtual roundtable session, moderator John Thomas will share how Express Employment Professionals has expanded and adapted in this new normal workplace. He'll share ideas, tips, and resources you can bring back to your company. Then you and your colleagues will engage in lively dis-

Staffing World Sessions

cussions about challenges you are experiencing and solutions worth implementing—including innovative sales strategies, remote practices, and sourcing strategies. Share, vent, learn, and laugh as we all try to weather the storm of change that has uprooted the industry. *Note: This session will not be recorded.* **0.5 CE**

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Things Staffing Agencies Must Do to Grow Sales Post-Covid-19

Tom Erb, CSP, president, Tallann Resources LLC



SESSION FOCUS: Business development, sales, marketing

Covid-19 has had a significant impact on selling staffing. And while some changes are likely to be temporary, other aspects have been permanently altered. In this session, we will discuss how sales has been transformed, what to expect in the months and years to come, and how to adapt your sales strategy and processes to thrive postpandemic. **0.5 CE**

Why Are You Leaving? Internal Retention Strategies

Panel facilitated by Erin Stewart, TSC, CSP, general counsel, Pinnacle Group

Panelists: Robin Mee, president, Mee Derby; Suzanne Perry, chief human resources officer, Staffmark; DeLibra Wesley, COO, The Delta Cos.



SESSION FOCUS: Personnel management, onboarding, retention, employee development



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Here one day and gone the next. Staffing professionals are well aware of the costs that go into getting the right person in the right position, but how do you improve your company's ability to keep your top performers and slow the speed of the revolving door? This panel discussion will cover practical strategies such as rewards, engagement initiatives, and benefits implemented by industry leaders that have had a noticeable impact on internal retention in their firms. You will have the opportunity to engage with panelists to get feedback and implementation strategies that you can take back to your company to improve your retention rate right away. **0.5 CE**

5 Trends That Will Outlast Covid-19 and Accelerate Your 2021 Recovery

Eric Gregg, CEO and founder, ClearlyRated



SESSION FOCUS: The new normal workplace, now and postpandemic

Leveraging research in partnership with ASA and CareerBuilder, standout industry researcher Eric Gregg will share key findings from surveys of more than 1,800 clients, job candidates, and internal staff. This must-attend session will help you gain insight into the changing landscape of selling, recruiting, and retaining during this unprecedented time. Gregg will present five data-backed trends that will outlast the current pandemic and economic uncertainty and should be a part of your strategic plan going forward. **0.5 CE**

Thursday, Oct. 22—CLOSING DAY

12:45–1:30 p.m.

BREAKOUT SESSIONS

Choose one of these concurrent sessions.

Getting Seen: M&A Strategies in the New Market

Panel facilitated by Dan Campbell, CSP, founder and executive chairman, Hire Dynamics LLC



SESSION FOCUS: Business development, sales, marketing

Join this panel of staffing industry executives—on both the buyers' and sellers' sides—as they discuss how to navigate the current market. Get a comprehensive and up-to-the-minute overview of the mergers and acquisitions (M&A) market today, as well as how current trends are affecting the staffing industry. You will gain valuable information and insights, including the components of selling and buying a staffing company and how to avoid mistakes in the M&A process. **0.75 CE**

We Want You: Doing Your Part to Help the Industry Recover

Roundtables moderated by Ranjini Poddar, CEO and co-founder, Artech LLC



SESSION FOCUS: The new normal workplace, now and postpandemic

It's time to pull yourself up and dust yourself off. Staffing and recruiting professionals have work to do as the industry continues to navigate the Covid-19 pandemic and plans for recovery. During this highly interactive roundtable discussion, you and your colleagues will examine and discuss topics introduced by the moderator, including engaging internal talent, using industry research to make informed decisions, implementing workplace wellness strategies, and more. Take part in lively exchanges and develop realistic solutions. Share your feedback, pose challenges, and make connections that will last long after Staffing World is over. Ultimately, the exchanges that take place during this session will inspire and empower you to play a role in rebuilding the industry and growing it into something even better. *Note: This session will not be recorded.* **0.75 CE**

Sponsored by



The End of Jobs: Rise of On-Demand Labor and Agile Corporations

Jeff Wald, founder, Work Market



SESSION FOCUS: The future of work, artificial intelligence, big data, augmented reality, virtual reality

Jeff Wald, one of the most successful labor software entrepreneurs of all time, provides a preview of his upcoming book, *The End of Jobs: Rise of On-Demand Labor and Agile Corporations*. In this session, Wald will explore the history of labor, providing insights into how companies and workers have found a balance of power through several industrial revolutions. Understanding the forces of the labor market through these changes is vital, Wald says, as we stand on the precipice of a fourth change. He calls this change the First Services Revolution, and he will discuss how it will impact workers, companies, and society. This session also will include Wald's predictions for the labor force, based on years of research and hundreds of interviews with leading labor leaders all over the world. **0.75 CE**

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**ESCAPE
ROOM**

Special Session! Employment Law Escape Room

Session facilitated by attorneys with Seyfarth Shaw LLP



SESSION FOCUS: Legal issues and risk management

During this special session, you and your peers are locked in a virtual room as you test your knowledge of the current legal environment. You must work together to determine the correct outcomes for legal case studies, collect clues, and solve puzzles to escape in time to join the next session at Staffing

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World! Do you have what it takes, or will you be trapped in employment law purgatory? Don't worry—attorneys will be standing by to help if needed. *Note: This session will not be recorded.* **0.75 Legal CE**

2–3 p.m.

GAME CHANGERS

Staffing World Game Changers are TED Talk-style, tag-team presentations by suppliers and their clients on solutions that deliver for staffing companies. These practical case studies offer real-world examples of how your peers are leveraging the help of staffing industry suppliers to solve their pressing business needs. **1.0 CE**

See page 25 for a full list of Game Changers.

Tapping Untapped Talent Pools

Panel facilitated by Ken Taunton, CSC, president and CEO, The Royster Group Inc.

Panelists: Nishith Parikh, CEO, Rangam Consultants Inc; Keith Parker, president and CEO, Goodwill of North Georgia; Jennifer Sheehy, deputy assistant secretary, Office of Disability Employment Policy, U.S. Department of Labor



SESSION FOCUS: Building an inclusive workplace

We all have our go-to talent pools. However, when you rely too much on those pools, you keep catching the same fish over and over. It's time to look to alternate sources to recruit a diverse array of qualified candidates. This panel will be comprised of experts on recruiting from pools such as the formerly incarcerated, the neurodiverse, and people with disabilities. Attendees will learn strategies and gain practical tips on how to tap into these unique populations and improve the overall diversity of their talent pools.

1.0 CE

3:30–4:45 p.m.

SUPER SESSION



Keynote presentation by Carla Harris

Impactful Leadership: Currency, Change, and Creating a Powerful Presence

Thriving in a leadership role is a powerful way to achieve positive change and fuel success—but to get there you must position yourself strategically and embrace the power of perceptions in the workplace. Morgan Stanley vice chairman Carla Harris—known the world over for her business acumen and leadership insights—delivers and discusses the critical components that will allow you to maximize your success as a leader in your current career environment, or in the environment you want. Harris pulls from her books, *Expect to Win* and *Strategize to Win*, to explore the concepts of performance currency vs. relationship currency, managing through and creating change, and how to be an impactful and influential leader. Harris, who's also a gospel recording artist, has a commanding presence and an engaging style that inspires learning and collaboration. You will gain a valuable understanding of the power of perceptions in the workplace, and the key relationships you must have in place to ensure your success—as well as the importance of authenticity and the role it plays in powerful leadership. This keynote presentation is a can't-miss opportunity to positively influence your professional future, your teams, and your company. **1.0 CE**

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4:45–5 p.m.

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Check out the virtual expo hall anytime, but here are some dedicated hours set aside throughout the convention:

Expo Hours

Monday, Oct. 19

2:15–3 p.m.	Networking Break With Exhibitors
3:45–4:15 p.m.	Networking Break With Exhibitors
5–5:45 p.m.	Networking Break With Exhibitors

Tuesday, Oct. 20

2:30–3 p.m.	Networking Break With Exhibitors
3:45–4:30 p.m.	Networking Break With Exhibitors
5:15–6 p.m.	Happy Hour, Sponsored by Essential StaffCARE, and Networking Break With Exhibitors

Wednesday, Oct. 21

2–2:30 p.m.	Networking Break With Exhibitors
3:15–3:45 p.m.	Networking Break With Exhibitors
4:30–5 p.m.	Networking Break With Exhibitors

Thursday, Oct. 22

1:30–2 p.m.	Networking Break With Exhibitors
3–3:30 p.m.	Networking Break With Exhibitors
5–6 p.m.	Happy Hour With Exhibitors

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Expo hours and categories subject to change.

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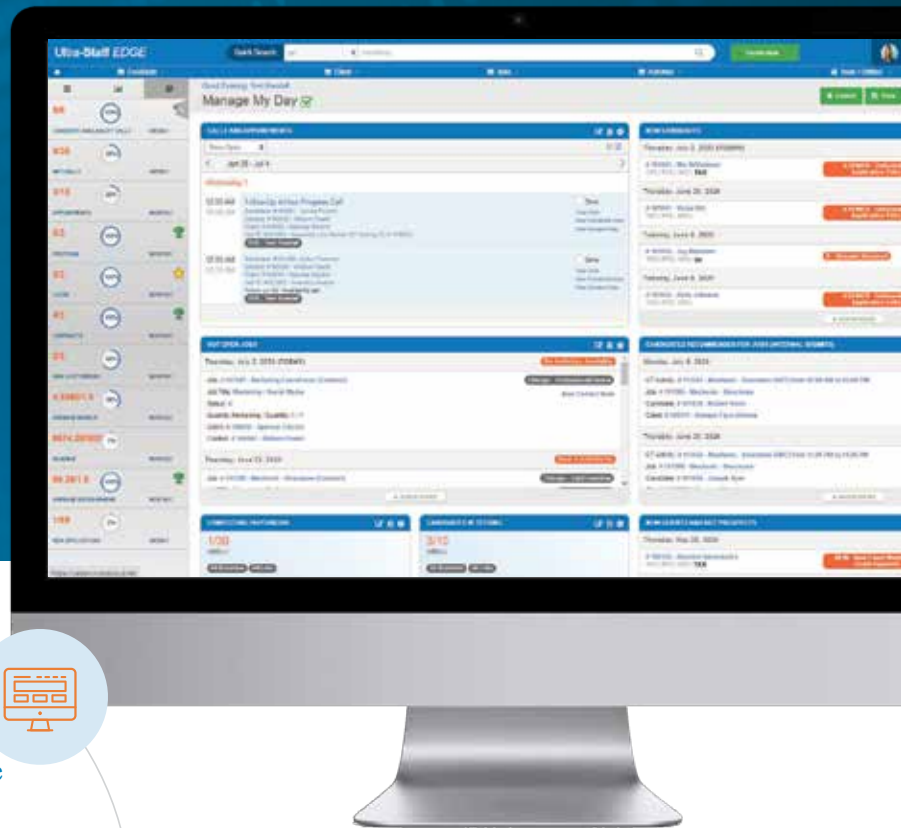
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