

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

# Trending Insights

Sponsored by



Wednesday, Oct. 28  
11:15 a.m.–1 p.m.



## Trending Insights—Table Topics and Number

### Recruiting Topics:

**Creating Internships and Management Trainee Programs**  
Table 1

**H-1Bs and Hiring International Talent**  
Table 2

**Innovative Recruiting Ideas and Incentive Plans**  
Table 3

**Effective Recruiter Metrics**  
Table 4

**Internal Recruitment and Retention Strategies**  
Table 5

**Hiring via Twitter**  
Table 6

**Work the Room—Network for Results**  
Table 7

**Hire Staff to Thrive in Your Culture**  
Table 8

**Recruiting Sources**  
Table 9

**Online Recruitment—Open Discussion**  
Table 10

**Unique Places to Recruit Candidates**  
Table 12

### Sales Topics:

**Big Billers—Open Discussion**  
Table 13

**Reaching the Decision Makers**  
Table 15

**Sales Incentive Plans**  
Table 16

**Sales KPIs and Accountability**  
Table 17

**Negotiating Client Agreements**  
Table 18

**Dealing With Data—How to Track ROI**  
Table 19

**Build a Sales Budget**  
Table 20

### Client Relations Topics:

**Dealing With Difficult Clients**  
Table 21

**Safety Concerns**  
Table 22

**Client Service, Engagement, and Retention**  
Table 23

**Awareness of New and Emerging Challenges in Our Clients' Business Environments**  
Table 24

### Marketing Topics:

**Social Media Strategies**  
Table 26

**Driving Business Traffic With Mobile and Social Media**  
Table 27

**Marketing Strategies and Techniques**  
Table 28

### Technology Topics:

**Technology to Streamline Operations**  
Table 29

**Technology Decisions: Buy vs. Build**  
Table 30

## **Operations Topics:**

### **Onboarding New Staff**

Table 11

### **Benchmarking Data: How It Impacts Business**

Table 14

### **Teamwork: Sales and Recruiting**

Table 31

### **What's Keeping You Up at Night?**

Table 32

### **Time and Project Management**

Table 33

### **Training Internal Employees**

Table 34

### **Family Owned Businesses**

Table 35

### **Affordable Care Act**

Table 36

### **Changing Needs and Expectations of Assigned Employees, Job Seekers, and Clients**

Table 37

### **Background Checks and Screenings**

Table 38

### **Ask an Employment Lawyer**

Table 39

## **Networking Topics:**

### **First-Timers Meet Other First-Timers at Staffing World—Open Discussion**

Table 25

### **Industrial Section—Open Discussion**

Table 40

### **Professional—Managerial Section—Open Discussion**

Table 41

### **Health Care Section—Open Discussion**

Table 42

### **Engineering, IT, Scientific Section—Open Discussion**

Table 43

### **Office—Administrative Section—Open Discussion**

Table 44

### **Search and Placement Section—Open Discussion**

Table 45





American Staffing Association

#### ANTITRUST STATEMENT

The American Staffing Association promotes legal, ethical, and professional practices for the staffing industry.

It is important that everyone comply with federal antitrust laws. Accordingly, during today's session:

#### DO NOT DISCUSS

- Current or future prices
  - Price adjustments
  - Markups
  - Discounts
- What is a fair profit level
- Wage rates
- Credit terms
- Activities of competitors
- Market allocations
- Refusing to deal with clients