

# Staffing World® 2017 Tech Park Presentation Descriptions

*Subject to change.*

## Wednesday, Oct. 25

### Stage 1—Tech Park Radio Channel E1

12:15 p.m.

#### **The Secrets of Recruiting, Down to a Science**

*Jobsience*

Data science and artificial intelligence are freeing up valuable time for recruiters all over the world. Jobsience chief executive officer Ted Elliott will share how these tools have made his firm a top provider of staffing and recruiting software.

12:30 p.m.

#### **Stress-Free Onboarding Using Intelligent Robots**

*Essium*

Intelligent robot actors can learn your onboarding process to eliminate negative outcomes and improve time-to-start. Ben Olson, founding partner and current chief technology officer at Essium, will explain the capabilities of these robots and how they can be incorporated into your business processes.

12:45 p.m.

#### **Human Resource Technology for Staffing**

*Benefit Harbor*

Benefit administration technologies address the unique set of human resource challenges that staffing firms face. Learn from Benefit Harbor's Josh Johnson how offering your firm's entire benefits programs through a single online interface can increase your bottom line.

1 p.m.

#### **Goodbye Mundane Tasks, Hello Efficiency**

*CareerBuilder*

New technology from CareerBuilder allows users to complete all major recruiting functions in one place—planning and aligning expectations with hiring managers, matching the right candidates to the right jobs, and searching candidate data. CareerBuilder sales director Jonathan Katz will demonstrate how this new platform can increase staffing professionals' output.

1:15 p.m.

#### **Create New Opportunities and Drive Growth With Technology**

*JobDiva*

Learn about advances in technology that are revolutionizing talent management, applicant tracking, and customer management. JobDiva's Tony Bosco will share insight from his 23 years in the staffing industry.

1:30 p.m.

#### **Cyber Insurance or Technology Errors and Omissions? What's the Difference?**

*World Wide Specialty Programs*

Staffing firms are more at risk than ever doing business in the cyber sphere. Get tips from Joe DeCarlo, vice president at World Wide Specialty Programs, on how your firm can stay protected.

1:45 p.m.

#### **Streamlining Recruiter Productivity**

*Monster*

Focusing proven technologies on tedious or low-yield activities transforms recruiter effectiveness and efficiency. Monster vice president of innovation Jeff Weidner will review specific examples and quantify the benefits.

## Stage 2—Tech Park Radio Channel E2

12:15 p.m.

### **Using Tech to Attract Talent**

*Avionté*

By leveraging the right technologies, staffing companies can find and attract more talent. Jami Klotz of Avionté's product management team will discuss technologies that her company has developed to help staffing industry clients win the talent war, despite an everchanging industry landscape.

12:30 p.m.

### **Two-Way Texting for Your Business**

*Zipwhip*

Enable your landline, toll-free, and internet telephone numbers to execute two-way texting and greatly improve your communication with candidates and clients. Spencer Stevenson of Zipwhip will discuss how his firm is helping businesses of all sizes improve operational efficiency, fill more job orders, and document correspondence between recruiter and candidate.

12:45 p.m.

### **Bots Won't Take Away Your Jobs! They'll Promote You!**

*Bullhorn*

Jeff Neumann of Bullhorn believes that artificial intelligence will become a recruiter's best friend, not the biggest competition. Join him in exploring this new relationship between man and machine in the workplace.

1 p.m.

### **Use Contractor Engagement to Grow Your Revenue**

*Sense HQ*

By automating consultant engagement, staffing and recruiting firms can improve retention and increase redeployment. Learn how from Pankaj Jindal, co-founder of Sense, a company that built the first consultant engagement platform designed for the staffing industry.

1:15 p.m.

### **AI: Not So Scary, Less Annoying, and More Offensive!**

*Call-Em-All*

Artificial intelligence can reduce spam and reduce your risk of legal action. Call-Em-All president Brad Herrmann will discuss how the company he founded in 2005 has helped more than 1,700 staffing firms use voice broadcasting and mass texting solutions to deliver hundreds of millions of messages—now using artificial intelligence and machine learning.

1:30 p.m.

### **Inbound Referral Management Changes the Game**

*AkkenCloud*

Recruiters can find great candidates that they would have otherwise never reached by utilizing inbound referral management technologies. Akken vice president Mark Wallace will demonstrate how these technologies enable staffing firms to grow their candidate pools by giving temporary employees the power to help fill your job orders.

1:45 p.m.

### **Intro to 21st Century Technology for Staffing**

*TempBuddy*

Mobile-first, real-time workforce management technology enables staffing professionals to get their best people to the right place at the right time, and ensures that they are paid promptly and accurately. Rod Smyth, chief executive officer of TempBuddy, will discuss how to leverage today's technology to save time, money, and effort.

## **Thursday, Oct. 26**

### Stage 1—Tech Park Radio Channel E1

12:45 p.m.

### **Automation Improves the Onboarding Experience**

*EmployStream*

Staffing professionals can focus on building relationships with talent by automating the administrative tasks associated with onboarding. Learn how from Gerald Hetrick, chief executive officer of Employstream, a mobile-friendly talent relationship management platform.

1 p.m.

### **The Rise of the Machine-Powered Middle Office**

*erecruit*

Staffing firms can increase gross margins by more than \$70,000 per user per year by automating middle-office operations, including onboarding, credentialing, time and expense reports, commissions, and more. Learn how from the vice president of enterprise sales at erecruit, Tim Quirk.

1:15 p.m.

### **Streamline Enrollment and Reporting**

*Essential StaffCARE*

Bridging the gap between onboarding, enrollment, payroll, and reporting systems can save your company significant time and money. Kayla Ellsworth of Essential StaffCARE will discuss staffing-specific technology designed to streamline these processes.

1:30 p.m.

### **The Three Cs of Workforce Management**

*TimeClock Plus*

Automated labor controls can ensure employment law compliance and significantly reduce staffing firms' operating costs. Learn about alternatives to traditional workforce management from Andi Marki, strategic alliance manager at TimeClock Plus.

1:45 p.m.

### **WOTC Tax Credits in the Staffing Industry**

*TC Services USA*

By maximizing work opportunity tax credits, staffing firms can reduce income tax liability and increase revenue. Learn more from Amy Buterbaugh, director at TC Services USA, a tax and accounting consulting firm.

2 p.m.

### **How Your Data Strategy Defines Your Future**

*i3 Analytics*

A sound data strategy with short- and long-term goals can set a staffing firm up for success in the next five to 10 years. Arthur Frisch, president of i3 Analytics, will explore the impact of data in a variety of disciplines within the staffing industry, including insurance, finance, recruiting, and employee placement.

2:15 p.m.

### **The New Meaning of Data When Staffing in Today's Gig Economy**

*Lasso*

Automating workflows while having access to real-time data helps staffing companies better manage their workforce and make more informed business decisions. Learn how from Angela Alea, president and chief sales officer of Lasso, a workforce management platform.

## Stage 2—Tech Park Radio Channel E2

12:45 p.m.

### **Amplify the Voice of Your Clients and Talent**

*Inavero*

Online reputation has become increasingly important in the staffing industry. Inavero founder and chief executive officer Eric Gregg will explain how to amplify the voices of your most satisfied clients and talent to build your firm's online reputation and differentiate yourself on remarkable service.

1 p.m.

### **Tired of Losing Placements to the Competition? I'll Text You the Solution!**

*TextUs*

Getting a hold of qualified candidates is one of the biggest challenges for staffing firms. TextUs vice president Erich Hugunin will illustrate how the fastest-growing staffing firms source, qualify, and close candidates faster through text messaging.

1:15 p.m.

### **Why Video Is Disrupting Recruitment**

*Digi-Me*

Digital video can spread your job openings and speak to job candidates in ways that no other medium can. Learn how staffing firms can use video to communicate their value to job seekers and clients from Lindsay Stanton, chief client officer at Digi-Me.

1:30 p.m.

### **Work in Sync? Automate VMS Requisitions and Time Data**

*PeopleNet*

Fyre Sync and Data Exchange allows staffing professionals to improve productivity by automating VMS requisitions and time data. Andy Zarkadas, chief revenue officer at PeopleNet, will discuss how your firm can “work in sync.”

1:45 p.m.

### **Data-Driven Job Ads Get Talent on Demand**

*Jobs2Careers*

With technology that can predict job ad performance and programmatically optimize placements, staffing professionals can find talent more efficiently than ever. Get a first-hand look at how from Cindy Songne, vice president of sales, Jobs2Careers.

2 p.m.

### **Disrupt the ‘Disruptors’**

*TimeSaved*

Staffing firms can connect with candidates faster and more effectively than ever by tapping into the smart phones in their hands. Rohan Jacob of TimeSaved will give insight into reaching the millennial job seeker and capitalizing on the growing “gig economy.”

2:15 p.m.

**Skill Marketing for the 21st Century**

*Haley Marketing*

Talent showcase technology provides a visual and engaging way for staffing companies to market available temporary and direct hire candidates. Hear how David Searns and his team at Haley Marketing use this technology to help more than 1,000 client companies place talent faster.