



Staffing World 2022 **Knowledge Hub**

Oct. 25–27 | Las Vegas

**There's something for everyone at the
Staffing World Knowledge Hub in the expo!**

BOOTH 353

- Connect with colleagues and experts; glean knowledge, insight, and best practices; learn from experiences; and get inspired by new, innovative ways of working.

#StaffingWorld

#SWKnowledgeHub

TUESDAY, OCT. 25

5:30–5:40 p.m.

STAGE 1

Tips and Tricks to Minimize Business Risk Before and After a Client Bankruptcy

Diane Geller, partner, Fox Rothschild LLP; Heather Ries, partner, Fox Rothschild LLP

SPEED TALK

STAGE 2

No Competition: Building a Brand-Centric Competitive Advantage

Jeff Pelliccio, founder and CEO, Allied Insight

SPEED TALK

5:45–5:55 p.m.

STAGE 1

How to Evaluate Vendors and Products at Staffing World—Tips From the Other Side

Brad Herrmann, founder and CEO, Text-Em-All

SPEED TALK

STAGE 2

The Sixfold Path to Staffing Growth

Jay Mattern, chief operating officer, Proman Staffing

SPEED TALK

6–6:10 p.m.

STAGE 1

Nexus—Staffing Firms' Unrecognized Tax Liability

Alison Dunleavy, principal, UHY LLP

SPEED TALK

STAGE 2

How the Right Digital Strategy Can Help Smaller Staffing Firms Go Big and Grab More Market Share

Terri Gallagher, CEO, Gallagher and Consultants

SPEED TALK

6:15–6:25 p.m.

STAGE 1

How a Phenomenal Candidate Experience Is Essential to Your Firm's Growth

Alison Goldman, team lead and strategic account manager, Monster

SPEED TALK

STAGE 2

How to Double the Response to Your Staffing Website

David Searns, co-CEO, Haley Marketing

SPEED TALK

WEDNESDAY, OCT. 26

1–1:10 p.m.

STAGE 1

Evaluating Staffing Platforms: The Details That Make a Difference

Rohan Jacob, CEO, TimeSaved

TECH TALK

STAGE 2

How Embedded Technology and APIs Are Evolving the Staffing Industry

Andrew Brown, CEO, Check

TECH TALK

1:15–1:25 p.m.

STAGE 1

Come to the Knowledge Hub to see who is on stage 1.

STAGE 2

How Technology May Actually Hurt the Performance of Your Recruiters

Kevin O'Brien, co-founder and partner, echogravity

TECH TALK

1:30–1:40 p.m.

STAGE 1

5 Ways to Bring More Women Into the Technology Sector (and Keep Them!)

Anna Frazzetto, chief revenue officer, KORE1

TECH TALK

STAGE 2

How to Optimize Text Messaging to Maximize Revenue

Martin Payne, CEO, TextUs

TECH TALK

1:45–1:55 p.m.

STAGE 1

Digital Automation: What's the Right Blend of Human Touch and Technology for Your Industrial Staffing Business?

Andy Zarkadas, SVP of sales, WorkNow Inc.

TECH TALK

STAGE 2

Creating On-Demand Experiences With Recruiting Acceleration

Matthew Dichter, VP of sales, Staffing Engine

TECH TALK

WEDNESDAY, OCT. 26 (Continued)

5:30–5:40 p.m.

STAGE 1

Staying Competitive Via AI-Driven Talent Marketing and Acquisition Platforms

Saleem Khaja, COO and co-founder, WorkLLama

TECH TALK

STAGE 2

Becoming the Agency of Choice: Utilizing a Mobile App to Engage Talent and Future-Proof Your Business

Chris Ryan, chief strategy and marketing officer, Avionte

TECH TALK

5:45–5:55 p.m.

STAGE 1

How Automation Is Changing the Role of the Recruiter

Pankaj Jindal, co-founder, Sense

TECH TALK

STAGE 2

Ansible: Let's Version Control Your Infrastructure

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

TECH TALK

6–6:10 p.m.

STAGE 1

How Outsourcing Your Back Office Accelerates the Growth of Your Firm

Peter Bortignon, director of staffing services, People2.0

TECH TALK

STAGE 2

How Data Can Be Your Secret Weapon in the War for Talent

Lindsay Stanton, president and board member, Digi-Me

TECH TALK

6:15–6:25 p.m.

STAGE 1

Top 3 Cyber Security Steps With Tools You May Already Have!

Joshua Woods, identity and security architect, Moonshot Innovations

TECH TALK

STAGE 2

Ready, Set, Redeploy! How to Create a Competitive Advantage

Sarah Gossin, director of product, Crelate

TECH TALK

THURSDAY, OCT. 27

12:45–12:55 p.m.

STAGE 1

From Silos to Strategic: Unify Your Marketing, Technology, and Operations to Drive Measurable Impact

Sara Ford, director of client services, Parqa

SPEED TALK

STAGE 2

Grow Your Staffing Agency While Effectively Managing Cash Flow

Kelly Nelson, SVP of business development, TCI Business Capital; Sheri Tischer, VP of business development, TCI Business Capital

SPEED TALK

1–1:10 p.m.

STAGE 1

Can You Hire Faster Without Increasing Risk? We Think So.

Brad Heber, head of growth and solution design, Vetty

SPEED TALK

STAGE 2

How to Build a Talent Pool Without Using Unconscious Bias

Lynne Foster, VP of business development and strategic partnerships, Vervoe

SPEED TALK

1:15–1:25 p.m.

STAGE 1

Mistakes We've Made So You Don't Have To: 10 Tips for Direct Hire Staffing

John Ruffini, VP of professional development, HealthTrust Workforce Solutions; Elizabeth Stanislawski, director of talent and culture, Focus Global Talent Solutions LLC

SPEED TALK

STAGE 2

Why Workplace Motivators Matter for Companies and Candidates

Ken Graham, Ph.D., principal psychologist, PSP Metrics; Nicole Scott, principal psychologist, PSP Metrics

SPEED TALK

1:30–1:40 p.m.

STAGE 1

Most Creative Ways to Attract Talent

Richard Rosner, founder, Staffing Shark LLC

SPEED TALK

STAGE 2

Redesigning ROI in a Candidate-Short Market

Cassidy Stewart, North American sales manager, JobAdder

SPEED TALK



Staffing World Knowledge Hub

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The Knowledge Hub is home to **Speed Talks and Tech Talks**. All presentations will be on dueling stages during lunch and breaks in the expo hall, and you'll listen in through your Staffing World personal radio. Mix and match these microlearning opportunities to create a customized learning experience that fits your schedule and interests.

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Remove the battery tab and plug in the ear buds provided. Turn your radio on by rotating the power/volume dial up to the optimal level. Turn your radio off by rotating the volume down until you hear a click.

Use the UP and DOWN buttons to toggle between the pretuned event channels.

RADIO CHANNELS

Tech Talks and Speed Talks
E1—Stage 1
E2—Stage 2

TECH TALKS



Get all the technology-related answers your staffing and recruiting company needs by tapping into Staffing World Tech Talks. These 10-minute presentations by technology experts will address staffing-specific tech challenges. Want to continue the conversation? Visit the experts' booths in the expo hall. See Tech Talks highlighted in purple in the schedule.

SPEED TALKS



Join a distinguished group of visionaries for unique, fast-paced networking and thought leadership discussions. These 10-minute sessions are easy to fit in during lunch and receptions. See Speed Talks highlighted in orange in the schedule.