



Staffing World 2023 **Knowledge Hub**

Oct. 3–5 | Charlotte, NC

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

BOOTH 1123

- 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



Staffing World Knowledge Hub

Oct. 3-5 | Charlotte, NC

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.

Staffing World Knowledge Hub sponsored by 


Pick up your **Staffing World radio** at the Knowledge Hub, and remember to keep it with you throughout the convention to listen to more than 30 insightful presentations.

ASA-certified? Make sure to scan your name badge before each presentation to earn CE hours toward recertification.

Check out the Staffing World app or staffingworld.net for full presentation descriptions.

Post about what you're learning using the hashtags

#StaffingWorld
#SWKnowledgeHub



HOW TO USE YOUR RADIO

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	E3—Staffing World Bookstore
E1—Knowledge Hub Stage 1	
E2—Knowledge Hub 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 blue 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 red in the schedule.

TUESDAY, OCT. 3

5:15–5:25 p.m.

STAGE 1

Creating an Effective Flexible Staffing Model in the Changing Gig Economy

Miechia A. Esco, M.D., Ph.D., RPVI, vascular surgeon and chief medical resource advisor

SPEED TALK

STAGE 2

What Is the Workers' Compensation Market for Staffing Really Up To?

John Cassidy, assistant VP, StaffPRO³ at PMC Insurance Group

SPEED TALK

5:30–5:40 p.m.

STAGE 1

Practical Solutions for Navigating DEI Challenges

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

SPEED TALK

STAGE 2

Navigate the Current Banking Environment and Manage Cash Flow to Grow Your Business

Sheri Tischer, VP of business development—staffing, TCI Business Capital (now Scale Funding)

SPEED TALK

TUESDAY, OCT. 3 (Continued)

5:45–5:55 p.m.

STAGE 1

Funding to Grow Your Staffing Business

Julie Murphy, VP of marketing, Commercial Funding Inc.

SPEED TALK

STAGE 2

Employee Benefits and ACA Compliance Made Easy (and Affordable)

Tim Varone, regional sales director, Options Plus

SPEED TALK

6–6:10 p.m.

STAGE 1

ESOPs for Staffing Companies

Kelly McCreight, CEO, Hamilton-Ryker

SPEED TALK

STAGE 2

Safety Matters: Best Practices for Host Employers

Sharon Davis, occupational safety manager, Elwood Staffing

SPEED TALK

6:15–6:25 p.m.

STAGE 1

Creating an Ideal Gen Z Candidate Experience

Alison Goldman, senior sales manager, Monster

SPEED TALK

STAGE 2

From Satisfaction to Raving Fans: The Social-Proof CX Connection

Ryen Salo, director of customer success, ClearlyRated

SPEED TALK

WEDNESDAY, OCT. 4

12:30–12:40 p.m.

STAGE 1

Getting Paid Faster: How Automation and AI Can Help You Control Cash Flow

Sean Smalley, director, business services sales, Billtrust

TECH TALK

STAGE 2

AI or Intelligent Automation in Recruitment—What Really Matters?

David Barthel, VP of sales, AkkenCloud

TECH TALK

12:45–12:55 p.m.

STAGE 1

How to Optimize Your Backend Software to Increase Margins

Matt Fisher, product owner, Crowe

TECH TALK

STAGE 2

The Future of Open AI and Microsoft in Staffing Technology

Jonathan Marcer, commercial director, Professional Advantage Software Solutions Inc.

TECH TALK

1–1:10 p.m.

STAGE 1

Voice AI Boosts Revenue, Job Turnaround, and Candidate Experience

Ashwarya Poddar, founder and CEO, ConverzAI

TECH TALK

STAGE 2

The Quantifiable Top 5 Best Practices for Maximizing SMS Outreach

Martin Payne, CEO, TextUs

TECH TALK

1:15–1:25 p.m.

STAGE 1

Transforming the Staffing Industry: The Power of AI

Matthew Carson, president, Evoove

TECH TALK

STAGE 2

Mastering Market Expansion With Data-Driven Insights

Brian Leslie, enterprise account executive, Lightcast

TECH TALK

1:30–1:40 p.m.

STAGE 1

Automation Tune-Up: 10 Ideas in 10 Minutes

Jeff Staats, CMO, Haley Marketing

TECH TALK

STAGE 2

The Role of Leading and Lagging Indicators in Driving Productivity at Your Firm

Mike Perrone, chief revenue officer, Prodoscore

TECH TALK

1:45–1:55 p.m.

STAGE 1

Business Rules Engine: What You Need to Know

Adam Rochelle, VP of information technology, Essential StaffCARE

TECH TALK

STAGE 2

Automate Your On-Site Programs for a Competitive Advantage

Kathy Gans, head of sales North America, Beeline

TECH TALK

WEDNESDAY, OCT. 4 (Continued)

5:45–5:55 p.m.

STAGE 1

Unleashing the Power of Holistic Job Matching

Thad Price, CEO, Talroo

TECH TALK

STAGE 2

The Rise of AI in Recruiting: How it's Revolutionizing the Industry

Pankaj Jindal, co-founder, Sense

TECH TALK

6–6:10 p.m.

STAGE 1

How to Make Your Agency Attractive to All Stakeholders With Staffing Platform Tech

Rohan Jacob, CEO, ActivateStaff

TECH TALK

STAGE 2

Don't Let Shiny Tech Lead You Away From Solid Process

Tom Hunley, senior product marketing manager, Crelate

TECH TALK

6:15–6:25 p.m.

STAGE 1

How Will Machine Learning and Automation Revolutionize Recruiting?

Jeremy Schiff, founder and CEO, RecruitBot

TECH TALK

STAGE 2

Why Staffing Companies Struggle With CRMs

Mark Winter, principal and CEO, WinSource Group

TECH TALK

6:30–6:40 p.m.

STAGE 1

Generation Z: Recruiting and Retention

Hannah MacDonald, partner, and sales and marketing manager, Better Together Group of Cos.

TECH TALK

STAGE 2

Texting in the Staffing Industry—One Size Does Not Fit All

Thomas Hoffman, partner manager and senior account manager, Text-Em-All

TECH TALK

6:45–6:55 p.m.

STAGE 1

Combatting the Great Resignation

Anthony Socci, CEO, Leadline Inc.

TECH TALK

STAGE 2

VMS Doesn't Have to Be a Dirty Word

Rob Geist, director of sales, SimpleVMS

TECH TALK

THURSDAY, OCT. 5

12:45–12:55 p.m.

STAGE 1

The Current State of Staffing M&A: Strategies and Tips for Potential Buyers and Sellers

Jeremy Falendysz, partner and managing director, UHY Corporate Finance

SPEED TALK

STAGE 2

Value and Transparency—The Evolution of Staffing Benefits

Thomas Blomberg, SVP—national sales, Fundamental Care Staffing (Coterie Advisory Group)

SPEED TALK

1–1:10 p.m.

STAGE 1

Empowering a Safer and Healthier Workplace With Oral Fluid Drug Testing

Suman Rana, Ph.D., director—scientific leadership, Abbott

SPEED TALK

STAGE 2

Health Care Staffing: Accelerating Growth Efficiently With Lessons Learned From the Great Resignation

Ellen Verhaagen, software trainer, BlueSky Synergy

SPEED TALK

1:15–1:25 p.m.

STAGE 1

The Impact of Remote I-9 Verification on Staffing Organizations

Marc Vilella, president and CTO, GryphonHR

SPEED TALK

STAGE 2

The Rule of 5

Cody Cope, TSC, CSP, senior manager, talent acquisition and training/development, AccountStaff Inc.

SPEED TALK