

GAPS 2010 CONFERENCE SCHEDULE



GAPS CONFERENCE

2010: THE YEAR WE RE-CONNECT

Dolce Atlanta – Peachtree City, GA

May 6 - 8, 2010

THURSDAY, MAY 6, 2010

- | | |
|-----------------|--|
| 1:00pm – 5:00pm | Conference Committee Set-up/Meeting |
| 3:00pm – 5:00pm | Early Registration |
| 5:00pm – 9:00pm | Hospitality Suite/Casual Networking for Early Arrivals |

FRIDAY, MAY 7, 2010

- | | |
|-----------------|--|
| 7:30am – 8:30am | Continental Breakfast |
| 7:00am – 8:15am | Registration |
| 8:30am – 9:00am | Welcome: Brenda Jennings, Conference Chair & GAPS Board Member |

9:00am – 10:30am

Opening Keynote Speaker

The New Way of Connecting - How to build your network and your achieve success

Presented by: **Craig Silverman**, Partner/ VP Sales & Marketing - [Albin Engineering](#)

Craig Silverman is fresh off the Keynote stage at the national NAPS conference and will be joining us here in Atlanta to kick-off the 2010 GAPS Conference. In this entertaining and information filled presentation Craig will share ideas, training, stories, and direction on creative ways take your recruiting success to the next level.

10:30am – 11:00am

Break – Vendor Visit

11:00am – 12:30pm

BREAKOUT / CONCURRENT SESSIONS 1:

Negotiating Client Tactics and Demands (*business development for all levels of staffing and recruitment*)

Presented by: **ROB MOSLEY**, Sr. Director of Training and Development - [Next Level Recruiting Training](#)

In tough times clients and prospects can become very tactical and demanding. They use tactics either consciously or subconsciously to influence your perception of *what is right and what is fair*. The key is to neutralize this tactic and not your client. When you begin to recognize a tactic- as a tactic-its effectiveness is greatly reduced.

This program is about your ability to create your own future circumstances with clients and prospects through a better negotiation process by first preventing, then recognizing and responding to client tactics and demands. You can never concede your way to a healthy client or candidate partnership. This session will provide you with the negotiating ability to:

- Understand the connection between relationship and negotiation
- Recognize, prevent and respond to the top 20 client tactics

- Counter the top 10 demands of both client and candidates
- Leverage the framework for negotiation to arrive at a win / win
- Apply the principle: you cannot concede your way into a collaborative relationship

Leverage Emerging Trends in Careers & Talent Management to Connect with Clients and Candidates and Build Business

Presented by: **ERIC KRAMER**, President & Chief Innovation Officer - [Innovative Career Services, LLC](#)

Are you interested in being a leader in recruiting and staffing services? In this highly engaging and interactive workshop, attendees will learn about important emerging trends that will impact how they work with clients and candidates in 2010 and beyond. Using these trends, attendees will develop concrete strategies for increasing their level of engagement with clients, deepen relationships with candidates, and proactively developing business building programs. Leadership means getting out ahead and guiding change rather than being run over by it. Join us for this program and become a recruiting and staffing leader.

WWW: The "Who? Where? & What?" - Understanding Your Recruiting Business Presence Online

Presented by: **MARJORIE MANCINI**, CEO – [CVTracer Software](#) and GAPS Board Member

This presentation is designed for Recruiting Business Owners and Managers to gain the basics of understanding their business' online presence before hiring a web developer or SEO consultant. The WWWs (or 123s) learned in this breakout session will equip the attendees with the basic knowledge to move forward in improving their website's visibility. This beginner's guide will save thousands in consulting and website development fees while giving a birds eye view and understanding of how a website is searched and viewed through the major online search engines. After attending this breakout session, Recruiting Business Owners and Managers will be able to hire a website developer with clear guidelines and direction to quickly improve online search results or even (for the technology brave) be able to make the improvements in-house.

12:30pm – 2:00pm

LUNCH

2:00pm – 3:30pm

BREAKOUT /CONCURRENT SESSIONS 2:

Power Principles: Redefining the Client/Candidate Partnerships *(business development for all levels of staffing and recruitment)*

Presented by: **ROB MOSLEY**, Sr. Director of Training and Development - [Next Level Recruiting Training](#)

This session is about your ability to develop strong long lasting, trusted, profitable, collaborative relationships, even during challenge economies. It is about your ability to execute skills and techniques and approaches to differentiate yourself from your competitors. Why is this important? *If you fail to differentiate with your approach-you will always be forced to differentiate by your price.*

This session will provide you with recruiting principles and specific skill sets to:

- Market for new clients in a way that immediately differentiates us from our competitors.
- Better understand the client decision process and align your value proposition at every step.
- Build real value and trust in an industry that tends to see us as “vendors” or a “necessary evil”?
- Properly manage client tactics and demands so that we are seen as more than just a commodity?
- Elevate our level of relationship to secure more financially committed / engaged work?

Changing Old Interview Routines; Prepare your candidates to present why they are the best fit for the position

Presented by: **ERIC KRAMER**, President & Chief Innovation Officer - [Innovative Career Services, LLC](#)

As a recruiter, it has probably happened to you. You have submitted a strong candidate but the feedback you get from your client is that the interview was just mediocre; they failed to impress the hiring team, and your candidate gets passed over for the job. Your hard work results in no job offer, and no fee.

This program will introduce a unique new approach to interviewing, the structured interview presentation, that alters the dynamics of the interview and improves the selection process. Using a structured interview presentation, candidates clearly communicate their understanding of the job, their match with position requirements, and their fit with the corporate culture. Hiring managers get consistent in-depth information about candidates that improves the interview process and helps hiring managers make a “best fit” hiring decision.

Using an interview presentation, candidates perform better, the hiring manager’s selection decisions are improved **and you make more placements.**

Take Away Bullet Points

Attendees will learn about:

- An innovative candidate interview preparation process which is easily learned and improves a candidate’s chance of winning the interview.
- The three interview questions a candidate must answered to be hired.
- An interview presentation process that quickly improves candidate’s interviewing skills.
- The eight critical elements of a well structured interview presentation.
- Candidates’, hiring managers’ and recruiters’ real life experiences using an interview presentation tool.

Generating Signed Fee Agreement and Closing More Placements

Presented by: **CRAIG SILVERMAN**, Partner/ VP Sales & Marketing - [Albin Engineering](#)

In this workshop, this year's Keynote Speaker, Craig Silverman will take you on a journey from building your brand to developing new business; Craig will cover his 7 step objection handling process, why clients say NO, negotiation tactics and more!

7:00pm – 11:00pm

DINNER EVENT

**"Honoring the Contributions and Achievements of Conrad Taylor,
President, NAPS & former GAPS President"**

hosted by Michelle Lee, GAPS Past President

SATURDAY, MAY 8, 2010

7:30am – 9:00am

Continental Breakfast

9:00am – 10:15am

PREMIER of TOP RECRUITER Reality Show – RecruiterEarth.com / TopRecruiter.TV

Carissa Grazel (ESPN TV Host) who will conduct a 15 minute “Actors Studio” type interview after the screening with our star Tiffany Crenshaw. Once concluded Tiffany will address the audience with a question and answering session.

10:15am – 10:30am

Break

10:30am – 12:00pm

Closing Keynote Speaker

Reconnecting to Insure your success in 2010- “Teetering on the Fault Line”

Presented by: **JON BARTOS**, CEO – [Jonathan Scott International](http://JonathanScottInternational.com)

The fault line—that dangerous, unstable seam in the economy where the Internet and other powerful innovations meet and create market-shattering tremors. Every company lives on it; no manager can control it. Everyone must learn to deal with it. Geoffrey Moore.

As the recession comes to an end and the economy begins to show signs of improvement, firms will be assessing the damage and asking that all important question - “*where do we go from*”

here?" There have been significant shifts in the way our candidates and clients will do business. Those who think 2010 will be easy money and back to business as usual will be in for a rude awakening. With rumors of a jobless recovery and unemployment rates between 8-10%, it is predicted to be anything but easy.

This session will address the major **shifts** that have occurred in the recruiting and staffing industry and how to position you and your firm to take advantage of them. How you and your organization handle. **These important shifts will determine the level of success you will see as the economy rebounds.** Like teetering on the fault line, a miss step could send you further back into the recruiting abyss.

Use this presentation to gain valuable insight in to:

- The major shifts that happened while the recession was taking its toll
- The changes that our clients have gone through and how to take advantage of them
- Developing the ultimate relationship with your candidates to influence their decisions
- Establishing the "right" relationships with Clients that lead to \$\$\$
- The role of technology – and how to take advantage of it
- The 5 questions you need to answer to insure your success in 2010

12:00pm – 12:30pm

GAPS Recognition/Closing: Brenda Jennings