



StaffingTec365

July 8–14 2020 | Virtual Event

Digital Staffing and the Digital Transformation of Staffing

Speed Up Your Digital Business Transformation

Digital is the world we live in today. That's why digital staffing has become a top focus for staffing leaders in 2020. In fact, COVID-19 is accelerating the timeline for the digital transformation of staffing.

Digital staffing requires substantial investments in people, process, technologies, and innovation to deliver greater value to customers. Many staffing firms approach digital by incrementally improving various functions throughout the organization. The most successful firms, however, have a top-level vision, which defines how their staffing business will change to align with how the staffing industry and customer needs are evolving.

The inaugural StaffingTec365 event examines how staffing firms are approaching digital staffing including strategies, challenges, and priorities. You will take away a greater understanding into digital and transforming your staffing business to compete more effectively in your market.

Agenda

Wednesday July 8th

12:30 ET: Welcome to StaffingTec365, Maurice Fuller, Founder, StaffingTec

12:40 ET: Opening Interview with Brian Delle Donne, President, Talent Tech Labs

1:00 – 2:30 ET: Future of Staffing Presentations

- Jeffrey Staats, Head of Marketing, TalentLaunch, *"The Roadmap to 'Startup' or 'Scaleup' Your Digital Transformation Efforts in a Post-COVID World"*
- Pankaj Jindal, Co-Founder, Sense, *"Seeing Digital Transformation on Your Balance Sheet"*
- Glenn Laumeister, CEO, AllWork, *"Why Your Customer Won't Need You in the Future and What to do About it"*
- Hank Levine, President, iPlaceUSA, *"Using OKRs to Drive Organizational Performance"*
- Prem Kumar, CEO, Humanly, *"The Future of Chatbots and Recruiting"*
- Terry Bustamante, Director, Daxtra, *"The Future of Recruitment Process Automation: Sourcing, Managing and Engaging Candidates"*

2:30 – 2:40 ET: Meet 1:1 with a Staffing Technology Analyst

Learn how you can meet 1:1 with a Talent Tech Labs analyst and get answers to your most pressing questions about staffing tech, digital transformation, and prioritizing your innovation roadmap.

Thursday July 9th

12:30 – 2:00 ET: Session 1 – Digital Staffing: Enterprise Strategy, Culture and Agility

For many staffing firms, digital transformation is about technology when it is actually about business and culture. Digital staffing requires a common understanding and a clear vision across the organization. There is a growing realization that digital staffing also leads to reframing and transforming business models.

In this session, we will discuss:

- Non-technology aspects of digital staffing
- Establishing a clear digital vision
- Determining what “*digital*” means to your firm
- Business model transformation and disruption
- Gaining and maintaining support for digital staffing
- Breaking through cultural barriers to enable digital transformation
- Developing people skill sets to support the digital transformation journey
- Leading through the transformation
- Digital KPIs and metrics to measure transformation progress
- Initiatives that will drive competitive advantage

Part 1: Interview + Q&A with Todd Duclos, Vice President of Digital Strategy and Innovation, Lucas Group

Part 2: Panel Discussion + Q&A featuring:

- Todd Duclos, Vice President, Lucas Group
- Kathy Spearing, President, Brilliant
- Virginia Watson, Consultant, Watson Workforce Solutions
- Chris Loope, CIO, BG Staffing

Part 3: Virtual roundtable discussions with all participants

2:30 – 3:15 ET: Expert Q&A – Digital Staffing and Sales and Demand Generation

In this session, we will discuss digital marketing and sales automation technologies for streamlining the sales process and driving demand for staffing services. This session will be followed by roundtable discussions with participants.

Featuring experts:

- Jeff Pelliccio, Director of Marketing, Infinity Consulting Solutions
- Jeffrey Staats, Head of Marketing, TalentLaunch

3:30 – 4:00 ET: Speed Networking

During our speed networking session, you will be paired with other event participants for five minute 1:1 networking sessions. This is a great opportunity to meet directly with other staffing industry leaders who are involved in digital staffing initiatives.

Friday July 10th

10:00 – 6:00 ET: MatchMaker Meetings with Vendors

Meet 1:1 with vendors through a Zoom-like experience to learn about and demo their products and services.

Monday July 13th

12:30 – 2:00 ET: Session 2 – Digital Staffing: Candidate, Employee and Customer Experience Management

It's likely an accepted fact within your firm that customers prefer to engage with people, and that human interaction is key to success. But what if the opposite is true? What if your stakeholders prefer digital interactions? What if your top priority should be building digital experiences that meet the needs of your candidates, customers, and employees? In this session, we will explore a new take on a legacy mindset and explore opportunities for digital staffing.

In this session we will discuss:

- How to better meet the needs of customers in 2020 and beyond
- The best opportunities for creating digital experiences
- Improving candidate sourcing and recruiting through digital engagement
- Digitally automating and empowering sales organizations to improve sales effectiveness
- Using digital to deliver and improve the employee experience
- The impact of digital staffing on customer satisfaction and loyalty
- Delivering personal experiences with automation and bots
- Rethinking processes through the lens of customers, employees and candidates

Part 1: Interview + Q&A with Zachary Hunter, CTO, Aquent

Part 2: Panel discussion + Q&A featuring:

- Claudette Cunitz, Staffing Industry Consultant, CC Advisors Group
- Zachary Hunter, CTO, Aquent
- Jason Leverant, CEO, AtWork Group
- John Weston, President and Founder, Newbury Consulting Group

Part 3: Virtual roundtable discussions with all participants

2:30 – 3:15 ET: Expert Q&A Session 2 – Prioritizing Technology Investments and Driving Innovation

In this session, our experts will answer your questions about prioritizing your technology roadmap. This session will be followed by roundtable discussions with participants.

Featured experts:

- David Francis, Director, Research – Talent Tech Labs
- Leigh Ann Pagnard, President, Crescendo Consulting

Tuesday July 14th

12:30 – 2:00 ET: Session 3 – Digital Staffing: Candidate Sourcing and Recruiting

Digital candidate experience strategies were “*nice to have*” before the crisis. That’s quickly changing with the rapid adoption of digital workflows and automation to streamline the recruitment process. To effectively digitize recruiting, staffing firms must rethink the entire recruitment process from the ground up through the lens of the candidate experience. In addition, they must consider how to fully leverage modern digital technologies including mobile and automation to streamline processes.

In this session, we will discuss:

- Using digital to expand access to talent and speed up the hiring process
- How COVID-19 is accelerating changes in the recruiting tech stack
- The increasing role of ML and AI in recruiting
- The best recruitment tech for staffing
- Amplifying your existing recruitment tech stack
- Embracing the candidate journey and improving the candidate experience
- High ROI opportunities for recruitment automation
- Improving productivity and time-to-hire
- Change management and upskilling recruiters

Part 1: Interview + Q&A with Craig Fisher, Founder, TalentNet Media and Former Head of Marketing and Recruiting Innovation, Allegis Global Solutions

Part 2: Panel Discussion + Q&A featuring:

- Matt Miller, CTO, CyberCoders
- Lauren Jones, Founder, Leap Consulting Solutions
- Leah Daniels, SVP, Strategy, Appcast
- Craig Fisher, Founder, TalentNet Media

Part 3: Virtual roundtable discussions with all participants

2:30 – 3:15 ET: Expert Q&A Session 3 – Automation, Process Innovation and Efficiency

In this session, we will cover automation technologies and solutions to streamline staffing operations. This session will be followed by roundtable discussions with session participants.

Featured experts:

- Robert Mann, Automation and Workflow Consultant, EmployStream
- Vincent Devoe, Director of Business Applications, Signature Consultants