

2nd Annual Recruiting Excellence

With a Pre-Conference Workshop on 14th of October
focusing on “**e-Recruiting: Bring your OFFline strategy Online**”

15th - 16th October 2008, Crowne Plaza, Brussels

YOUR PRESTIGIOUS SPEAKER PANEL

Expert Advisory Board:

Peter Bedford, Nokia Siemens Networks

Resourcing & Employment

Ceren Ozkan, Henkel

VHC/Corporate Recruitment & Employer Branding

Chairmen:

Gordon Lokenberg, InterimRS

Interim Recruitment Specialist

Peer Goudsmit, PeerSearch

Corporate Recruitment Specialist without borders

Speakers:

Ruth Stokes, KPMG Europe

Head of Recruitment

Fabrizio Grisenti, Electrolux Major Appliances Europe

Talent Management Director

Chris Kersbergen, ING Group

Head of Employer Branding

Signe Svensson, Procter & Gamble

West-European Recruiting Manager

Peter Bedford, Nokia Siemens Networks

Resourcing & Employment

Laszlo Szepekuti, Philips

HR Manager

Anke Meier, Henkel

Corporate Director, Head of Global Diversity Management

Karl Franzmann, former Renaissance Capital

Global Head of Recruitment

Frederik Ballon, Peopleclick

Managing Consultant, EMEA Operations

Rolf Berg, Oriflame Cosmetics

Global Human Resource Director

Sara Reading, KPMG

Senior Manager for Graduate Recruitment, UK

Lyudmila Volkova, Golden Telecom

Recruitment Director

Chris Goscomb, Shell

Regional Manager Attraction and Recruitment

Boglarka Szentpetery, Procter&Gamble Central Europe South

HR Talent Practice Group Leader

Gordon Lokenberg, InterimRS

Interim Recruitment Specialist

Peer Goudsmit, PeerSearch

Corporate Recruitment Specialist without borders

WHO WILL ATTEND

Vice presidents, Heads, Directors and Senior Managers – Recruitment, Human Resources, Resourcing, Graduate Recruitment, Graduate Development, Workforce Planning, Personnel, Staffing, Performance, Career, Talent, Retention

FIND YOUR REASONS TO ATTEND

It's no secret that we are currently in a candidate-driven marketplace. Employers worldwide are competing for the same top talent. In this competitive marketplace, it is important to implement new techniques as part of your strategic staffing plan.

Do you know how to attract your prospective candidates and become the employer of choice?

Join us at this HIGHLY INTERACTIVE forum and start to develop new recruiting strategies today. You will not only win the competition for Top Talent, you will also improve your company's ability to retain that talent.

- ▶ **Examine** with **Nokia Siemens Networks** the role of HR and recruiting as a business partner
- ▶ **Learn from Golden Telecom** how to measure ROI of recruiting
- ▶ **Discover** how **KPMG Europe** – “Sunday Times Best Big Company to Work For 2008” - attracts candidates of the 3 generations
- ▶ **Develop** distinctive Employer Brand with **ING Group** and discover **Vodafone** “Attraction strategy”
- ▶ **Give** your employees an equal opportunity to apply for available vacancies within your company as **Electrolux** did
- ▶ **Explore** the global recruiting strategy of **Oriflame**
- ▶ **Discuss** challenges of graduate recruiting with **Procter & Gamble**

And much more...

SPECIAL FEATURE

Join **INTERACTIVE SESSIONS** on

- “HR as a Business Partner – How to Make it Happen”
- “Are You Talking to Me? – The Challenge of 3 Generations”
- “Reaching the Employees of Tomorrow”

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Pre-Conference Workshop

e-Recruiting: Bring your OFFline strategy ONLINE



14th October 2008, Brussels

▶ 9:00 - 13:00

Whether working with executives in old or new companies — a Fortune 500, a venture capital firm, a start-up, an investment banking or management consulting firm, or a high tech, entertainment, consumer products, or manufacturing company — one of the top challenges we hear over and over is: How do we recruit, develop, and keep the best talent? The refrain is the same in both boom years and down times. Our challenge is to bring recruitment to a higher level and incorporate business strategy in the recruitment strategy.

This interactive Workshop will give you practical hints to following issues:

- From ad-hoc to structural recruitment
- Bring your OFFline strategy ONLINE
- What these terms add to your strategy:

SocialNetworks **OnlineSearch** Blogging Vlogs RSS 2.0 Microblogs **Tracking** Multiposting Print dynamic bannering WOM Podcasting Radio ATS **Guerilla** BT DigitalTV Adjustables Events 3.0 Tagging Adwords **Analytics** mobile

▶ Meet Our Workshop Leaders

Gordon Lokenberg, InterimRS

Interim Recruitment Specialist

Gordon has worked for companies like Tom Tom, CapGemini, ASML, Achmea and others. He is a Chairman of the Exam committee of the first Dutch registered Recruitment education as well as a teacher at the AMC-academy and Rise Training. In the past when Gordon worked for Nedstat, he was asked to organize the recruitment for qualified technical and sales/marketing people. Recruitment for these positions in Europe was done worldwide and of course online. Being online recruiter you need the web analytics to measure what the best tools are. Thanks to using web analytics, the best tools were found easily and success was there.

Peer Goudsmit, PeerSearch

Corporate Recruitment Specialist without borders

Peer has been working on projects for local startups and Fortune 500 companies, like Avery Dennison, ABN AMRO, Telfort, Infor (BaaN Software) and others. Peer is chairman of "The Dutch Recruiters Guild", teaches Masterclasses (Strategic) Recruitment at the Recruitment Academy and gives workshops for recruiting teams on how to use social networks for recruiting. Peer Goudsmit has over 10 years of experience in recruitment, both third party and corporate.

▶ 13:00 - 14:00 Luncheon



Day 1, Wednesday October 15th 2008

8:30 Registration and Coffee

9:00 Welcome Note from Jacob Fleming Group

9:05 Opening remarks from the Chair

▶ **HR as a Business Partner**

9:10 KEYNOTE The Role of HR as a Business Partner

- Importance of analyzing the immediate vacancy needs as well as the overall company strategy
- Shift from being reactive into being proactive
- Do you know who you will need in order to achieve your company goals?
- Are HR people capable to become business partners?
- Questions & Answers

Peter Bedford, Nokia Siemens Networks
Resourcing & Employment

9:50 ▶ CASE STUDY Make your HR and Recruiting an Internal Consultant for your Business

- Involve recruitment team in creating a medium term employment plans
- How to shift your HR into more strategic role
- Why HR & recruiting isn't involved while strategic decision is taken and how to change it?
- Questions & Answers

Laszlo Szepkuti, Philips
HR Manager

10:30 Morning Coffee and Networking

11:00 ▶ CASE STUDY Aligning the Hiring Process with the Business Vision to Maximize Return on Investment

- Developing a unique recruitment strategy linked to business strategy
- Creating a strategic plan to predict future open positions
- How to assess the value of your future hires
- Measuring ROI of recruiting
- Questions & Answers

Lyudmila Volkova, Golden Telecom
Recruitment Director

11:40 ▶ CASE STUDY New Hire Onboarding – Making First Impressions Last ...

A company's onboarding program is a powerful way to make a first impression, shape new hires' expectations and ultimately decide between a motivated, engaged employee and an employee looking to move on to their next opportunity. This session will explore what constitutes an effective onboarding program, and will showcase an integrated technology solution to:

- Manage administrative processing and completion of forms online
- Manage logistics and preparatory tasks to speed up new hire productivity
- Facilitate social integration of new hire and reduce risk of turnover
- Questions & Answers

Frederik Ballon, Peopleclick
Managing Consultant, EMEA Operations

12:20 Luncheon

▶ **Building a Diverse Workforce**

14:00 SPECIAL INSIGHT into "Diversity as a Company Strategy"

- How to attract & cultivate the diverse talents within your organization
- Ensure diversity is part of your HR strategy
- How to create a culture to force diversity
- Questions & Answers

Boglarka Szentpetery, Procter&Gamble Central Europe South
HR Talent Practice Group Leader

14:40 ▶ CASE STUDY Creating and Managing an Effective Global Diversity Strategy

- Creating a business strategy for diversity that embraces elements as people, skills and cultures
- Diversity as a function to be "mainstreamed" into the broad corporate agenda
- Highlighting the important role of commitment to diversity management by top management
- Managing diversity: HR challenges and opportunities
- Questions & Answers

Anke Meier, Henkel
Corporate Director, Head of Global Diversity Management

15:20 Interactive Panel Discussion

The audience has an opportunity to ask questions and open an interactive discussion with the speakers from the afternoon session

16:00 Afternoon Tea and Networking

▶ **Balancing Your Internal and External Talent Sourcing**

16:20 ▶ CASE STUDY "Open Labour Market": A Way of Giving Equal Opportunity for Electrolux' Employees

- The career development in Electrolux
- A process to increase career opportunities and encourage the mobility
- How to offer transparency on internal job opportunity
- How to enhance employees' ownership of career development
- Questions & Answers

Fabrizio Grisenti, Electrolux Major Appliances Europe, Talent Management Director

17:00 Interactive Discussion on "Developing a Successful Talent Pipeline"

The audience has an opportunity to open an interactive discussion with the speakers from the DAY 1.

18:00 Close of Day 1

followed by

Networking Cocktail reception



Day 2, Thursday October 16th 2008

8:30 Registration and Coffee

9:00 Opening remarks from the Chair

▶ **Recruiting in the Era of Globalization**

9:10 KEYNOTE Global Recruiting Strategy: Global Approach – Local Delivery

- Building a global recruiting strategy
- Clear global direction and specific local needs
- Challenge of balancing global and local compliance
- Questions & Answers

Chris Goscomb, Shell

Regional Manager Attraction and Recruitment

9:50 ▶ CASE STUDY How to Compete Globally and Attract your Candidate

- Attracting talents who are tempted to work abroad
- Do you know what the employees of tomorrow are demanding?
- Establish a working environment that is challenging and offers opportunities to grow
- Questions & Answers

Rolf Berg, Oriflame Cosmetics

Global Human Resource Director

10:30 Morning Coffee and Networking

▶ **Win the Best Graduate**

11:00 ▶ CASE STUDY Creating a World Class Graduate Programme for Emerging Markets

- Becoming the emerging market graduate employer of choice
- Insourcing versus Outsourcing the programme – which elements?
- Capturing the culture of emerging markets and the importance of company culture
- International talents – including Europe and USA repatriates
- Training the future by hiring the best trainers
- Expanding geographical footprint by targeting Russia, Ukraine, Kazakhstan and sub-Saharan Africa diasporas
- Questions & Answers

Karl Franzmann, former Renaissance Capital

Global Head of Recruitment

11:40 ▶ CASE STUDY Graduate Recruiting – How to Create a Buzz on Campus

- How to create buzz and value for students at universities and campuses
- The what, who and how to be internally and externally set up for success
- Questions & Answers

Signe Svensson, Procter & Gamble

West-European Recruiting Manager

12:20 Luncheon

▶ **The Best Ways to Reach the Candidate – Generational Differences**

13:40 INTERACTIVE SESSION on “Are You Talking to Me? – The Challenge of 3 Generations”

Join the interactive presentation highlighting the differences between the 3 generations in the workforce (baby boomers, generation X and generation Y). This session will cover:

- How they think?
- What they want from life and employment?
- What are their values?
- What do employers need to do to attract, recruit and retain them?

Led by:

Ruth Stokes, KPMG Europe

Head of Recruitment

&

Sara Reading, KPMG

Senior Manager for Graduate Recruitment, UK

▶ **Successful Employer Branding**

14:40 ▶ CASE STUDY Develop and Activate a Global Employer Brand

- Become more visible for people with high potential
- How to attract global candidate using your company website
- Different ways in employer branding based on your target group
- What can be done besides the websites
- Questions & Answers

Chris Kersbergen, ING Group

Head of Employer Branding

15:20 ROUNDTABLE DISCUSSION on “Reaching the Employees of Tomorrow”

This session is designed to provide you with the opportunity to join a HIGHLY-INTERACTIVE brainstorming session with your peers. The audience will be divided into small groups led by a moderator and will discuss the hottest issues on:

- Creating and managing an effective online image
- The shift towards interactive tools: blogging and social networking

16:00 Closing Remarks from the Chair

I would like to thank everyone who has helped with the research and organization of this event, especially the speakers for their support and commitment.

Petra Konova, Assistant Manager

petra.konova@jacobfleming.com



Meet Our Comprehensive Speaker Panel

Ruth Stokes, KPMG Europe Head of Recruitment

Ruth Stokes is the Head of Recruitment for KPMG Europe. She has over 10 years experience working in the retail and now financial services sectors. Ruth joined KPMG in 2001 as their Graduate Recruitment Manager responsible primarily for the London intake to the firm. In 2003 she was appointed Head of Graduate Recruitment for the UK firm, and in 2007 was appointed Head of Recruitment for the newly merged European firm. Her primary role is to develop a recruitment strategy that will deliver annual recruitment targets in excess of 5,000 across all levels from graduate to partner level appointments.

Fabrizio Grisenti, Electrolux Major Appliances Europe Talent Management Director

Fabrizio Grisenti, graduated in business administration in Ca'Foscari University in Venice. He has joined the Electrolux Group at the beginning of 1993 and has held different positions in HR in his career as HR Manager and HR Director of Supply Chain and Logistics in Europe where he has contributed to move forward into an European organization. Starting from January 2008, he has joined the central HR team in Brussels as Talent Management Director. He is working closely with the different functions of the business in order to understand and coordinate needs across Europe in cooperation with the Electrolux Group. His position strengthen the pool of talented managers to really be able to pursue all of their initiatives both short and long term.

Peter Bedford, Nokia Siemens Networks Resourcing & Employment

Peter Bedford works for Nokia Siemens Networks, a global telecoms infrastructure company that went live in April 2007 (€17bn turnover, 60,000 people, around 100 countries). He joined Nokia Corporation in October 2004 heading up global resourcing and employment. He was accountable for workforce planning, recruitment, employer branding and employment issues, from policy through to implementation, across the 60 country Nokia world. He is now concurrently the head of resourcing and employment and a business HR in NSN's most complex region in Europe. Peter was previously Head of Recruitment at the BBC, where he created the organisation's first in-house recruitment consultancy, structured to deliver added value and cost efficiency to the hiring of over 10,000 external and internal candidates each year. An electronic engineer by background, his earlier career included over 15 years building and managing executive recruitment businesses with PA Consulting Group, Norman Broadbent and Boyden.

Chris Kersbergen, ING Group Head of Employer Branding

Chris Kersbergen has over 13 years experience in corporate branding and communications – with specific expertise in applying this to HR-related issues like employer branding, internal branding and employee engagement. He has been a partner, senior consultant and director with leading agencies in the area of corporate branding and communications consultancy for over 10 years (GCI, Euro RSCG and BBDO). Joined ING three years ago and recently moved positions from Group HR to ING's global marketing team as head of employer branding; with global responsibility for ING's brand profile on the recruitment market. Chris is a supervisory board member of the Dutch Youth Foundation and part of several advisory boards.

Laszlo Szepekuti, Philips HR Manager

After graduation in 1997 as an Industrial Relation Specialist, Laszlo became a Country HR Manager at Linamar Hungary. He has developed the whole HR department and increased the headcount from 800 to 1500 people. Laszlo spent 4 years at this automotive company then moved to Philips into a site HR manager position at a monitor manufacturing plant. In the end of the first year at that site he had to make a significant headcount reduction (600 people). After 2 years Laszlo left Philips and moved to Alcoa as a Regional HR Manager responsible for CEE. He has been responsible for 8000 people at 6 factories. Finally in 2006 he was requested to come back to Philips to strengthen and develop further the business support activity of HR in a site HR manager function. Since 2008 Laszlo has been responsible for HR issues at Philips European Outsourcing Activities of their business unit next to the local role as well.

Rolf Berg, Oriflame Cosmetics Global Human Resource Director

Rolf Berg is the Global HR Director at Oriflame Cosmetics, and a member of the Executive Committee. Rolf has many years of leadership and business experience from a number of companies. Oriflame is an international cosmetics company selling direct, with sales in 60 countries. Oriflame has more than 7.000 employees and 2,5 million independent Sales Consultants. Sales is more than 1,1 billion EUR. Oriflame offers a complete range of high quality skincare, fragrances, colour cosmetics, toiletries and accessories, marketed through a sales force of independent sales consultants. Oriflame is a caring donor to the World Childhood Foundation, providing support to those who need it most.

Lyudmila Volkova, Golden Telecom Recruitment Director

Lyudmila Volkova is Recruitment Director of Golden Telecom, part of VimpelCom, NYSE listed. Golden Telecom is a leading facilities-based provider of integrated telecommunications and Internet services in Russia and other CIS countries. Lyudmila joined Golden Telecom in 2005 tasked with establishing sourcing policy, developing and implementing recruitment policies

and procedures. Lyudmila is also a leader of "Golden Telecom – employer of choice" promotion campaign. Lyudmila started her HR career in 1995 with PriceWaterhouse Moscow primarily as recruitment specialist and was appointed Recruitment Manager of PricewaterhouseCoopers Moscow in 2004.

Boglarka Szentpetery **Procter&Gamble Central Europe South** HR Talent Practice Group Leader

Boglarka Szentpetery is HR Group Manager at P&G Central Europe South. She joined P&G as Talent Supply Manager in 2006, being responsible for setting up recruiting strategy for the region, leading campus activities in five countries and conducting both internal and external researches for talent supply trends. In her current position as Talent and Organization Performance Practice Leader she is leading Talent Supply, Learning and Development, Talent Development, Performance Development and Diversity practices in the region. She holds a master degree in Management and Organization from Budapest University of Economic Sciences.

Anke Meier, Henkel Corporate Director, Head of Global Diversity Management

Anke Meier, born 1962 in Bogotá / Colombia studied economics and gained first business experience in a consulting firm and as Corporate Controller in an industrial environment. Since 1996, she works at Henkel AG & Co. KGaA with different assignments in Corporate Finance and Financial Services, including being Head of Finance for Henkel's UK and Ireland operations. After her return she had a global responsibility for the Marketing / Sales / Purchasing practice in Corporate Internal Audit. Since November 2007 she was appointed Head of Global Diversity Management, reporting directly to the CEO Of Henkel.

Signe Svensson, Procter & Gamble West-European Recruiting Manager

Signe Svensson is working as recruiting manager at P&G – responsible for campus and University activities across Western Europe. She is also responsible for recruiting in Italy and in the Nordic region. Signe Svensson is educated at the Stockholm School of Economics and HEC School of Management. She has previously been working at P&G with training and leadership programs, and with general HR support.

Chris Goscomb, Shell Regional Manager Attraction and Recruitment

Karl Franzmann, former Renaissance Capital Global Head of Recruitment

Karl Franzmann has over 12 years of experience within search and in house recruitment for the financial services industry. His international experience while at Barclays and Renaissance Capital has included solving some of the challenges faced when recruiting into emerging Markets such as Africa, Central Asia and Eastern Europe. He has been responsible for creating a world class recruitment brand and strategy to attract the best lateral and entry level talents requiring out of the box thinking and innovative solutions.

Frederik Ballon, Peopleclick Managing Consultant, EMEA Operations

Frederik Ballon joined Peopleclick in 2005 as Managing Consultant, EMEA Operations, based in Brussels, Belgium. In his role, Frederik manages the relationship with Peopleclick's customer base in the EMEA region and provides consulting around best practice staffing strategies and HR metrics. Before joining Peopleclick, Frederik worked several years as a Recruitment Consultant for two international recruitment firms in Brussels. He became responsible for Technical Recruitment and HR Project Management at Proximus, Belgium's largest mobile phone operator, where he lead several e-HR projects, including the implementation and roll-out of Peopleclick to replace SAP. Later, he moved on to become Recruitment Manager at AMI Semiconductor, where he was not only responsible for recruitment, but also rolled out Peopleclick in the USA and across multiple countries in Europe and the APAC region. Frederik holds a Masters degree in Experimental Psychology from the Catholic University of Leuven, Belgium, and a European Masters degree in Sport Psychology from the Democritus University of Thrace, Greece.

Sara Reading, KPMG Senior Manager for Graduate Recruitment, UK

Sara Reading is the Senior Manager responsible for Graduate Recruitment at KPMG and joined in 2001 as a Graduate Recruitment Officer. In 2003 she was promoted to Assistant Manager and then became the National Manager in 2004. Sara has responsibility for the development and delivery of the Graduate Recruitment strategy for the UK firm, ensuring KPMG continues to attract a diverse pool of exceptional talent to deliver the current and future needs of the business. She has over 10 years experience working in Graduate Recruitment across Professional Services and has taken an active interest in Generation Y.