



2012

RECRUITMENT AND SELECTION CONFERENCE

Creating an inspired and cost-effective approach to recruitment and selection

15–16 February 2012

Crowne Plaza Johannesburg • The Rosebank

PARTICIPATING ORGANISATIONS

MEDIA PARTNER



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KNOWLEDGE
RESOURCES

21 YEARS
1991 - 2012

Finding and retaining the right talent is key to competitive success, but does your organisation have the right techniques and strategies in place?

Join Knowledge Resources at this two-day **Recruitment and Selection Conference** which provides you with everything you need to develop successful recruitment and selection strategies. As a delegate you can choose to attend both days or simply the day that best suits your needs. The key to unlocking an organisation's performance potential lies with its people. Effective recruitment and selection is the first vital step in building a winning team. Companies need to make sure that all the time and money spent on recruiting, screening, interviewing and selecting potential candidates actually delivers high-quality employees who produce the desired results! This conference will feature some of the industry's best speakers and leading case studies guaranteed to assist your organisation creating an inspired and cost effective approach to recruitment and selection.

Who should attend?

- Managers and supervisors
- Recruitment and selection specialists
- Human Resources managers and personnel practitioners
- Induction and retention managers
- Employment lawyers
- Talent managers
- Those involved with employer branding

About ...

KNOWLEDGE RESOURCES

Our focus is to bring you high-quality conferences, seminars and skills-building workshops that will add value in terms of knowledge and skills. The aim is to provide extremely good value for the time and money clients have invested.

Our expertise lies in knowledge about the various disciplines within business and management as well as the knowledge needs of the tertiary, public and private sectors. Event topics are carefully selected to cater for South African needs, without discarding international standards.

Our event titles are researched, practical and case study-related, ensuring we bring our clients up-to-the-minute information, at the same time providing first-rate networking opportunities with leading business colleagues and executives. We surpass on providing our clients with a business knowledge experience!

Gautrain

Travel on the GAUTRAIN from O.R. Tambo / Hatfield / Pretoria to Rosebank. The Gautrain system provides a safe, comfortable and reliable transport service. The Gautrain system includes:

- Drop-off and parking facilities at all stations
- Hop onto the Gautrain bus going to Hyde Park and you will be dropped off at the first stop 200 metres from the Crowne Plaza Rosebank Hotel



Visit www.gautrain.co.za for more information, routes and timetables

Traveling To Johannesburg...

Crowne Plaza Johannesburg – The Rosebank is a modern and stylish Johannesburg hotel and is only 30 minutes from O.R. Tambo International Airport. The hotel is ideally located for business travel.

Crowne Plaza Johannesburg – The Rosebank is offering delegates who are attending a Knowledge Resources event discounted accommodation rates. To book your accommodation at a discounted rate, please mention the event's name that you are attending and the date/s.

Tel: 0861 747 7444/ +27 (11) 448 3600

Fax: 0861 447 1261/ +27 (11) 4483735

E-mail: reservations@therosebank.co.za

Web: www.therosebank.co.za



SETA accreditation

Many of our delegates enquire after our accreditation status. There is a misguided opinion that organisations can only claim their levies back if they use accredited training providers only. This is not entirely correct. In the Government Gazette (No.20865 of 7 February 2000), it clearly states that the Skills Development Levies Act provides for recovery of a levy payment based on the submission of Workplace Skills Plans (WSPs), Workplace Skills Implementation Plans (WSIPs), and the submission of the names of Skills Development Facilitators (SDFs), and not on the basis of making use of accredited providers or NQF-aligned training and development events only.

PROGRAMME : DAY 1 • 15 February 2012

RECRUITMENT

07:30 – 08:30 Registrations and refreshments

08:30 – 08:45 Welcome by Chairperson

Ayanda Mbanga, *Managing Director, Ayanda Mbanga Communication* (Recruitment Advertising Agency of the Year - AVUSA AMARA 2011)

08:45 – 09:45 The South African Labour Market Outlook

Loane Sharp, *Labour Economist, Adcorp*

- Around recruitment, redundancy, migration and pay intentions

09:45 – 10:30 Agile Recruitment Practices

To be confirmed

- develop an agile approach to recruitment to meet the changing workforce needs of the business
- ensure the recruitment team are involved in strategic decisions affecting resourcing
- create recruitment strategies that are designed to respond to future internal and external pressures

10:30 – 11:00 Morning refreshments

11:00 – 11:45 Finding the right people recruiting through social networks

To be confirmed

- best practices and activities to avoid when looking for candidates through social networks
- using employees to help with identifying candidates in social networks
- streamlining processes to get the right candidates

11:45 – 12:30 Innovation in Recruitment: Best Practices to source and attract top talent

Zoe Pooe, *Talent Acquisition Lead, Microsoft SA*

- create a unique recruitment strategy to reach the right candidates and see how organisations are using new technology to build a more strategic approach to attract top talent

12:30 – 13:30 Networking Luncheon

13:30 – 14:15 Best Practices for Corporate Recruitment – Case Study

Shantal Singh, *Senior HR Officer, Clientele Life Assurance Ltd* (Recruitment Officer of the Year - AVUSA AMARA 2011)

14:15 – 15:00 Best Practices for Corporate Recruitment – Case Study

Ilze Johnston, *HR Recruitment, Anglo American Platinum* (Recruitment Officer of the Year - AVUSA AMARA 2011)

15:00 – 15:15 Afternoon refreshments or leg stretch

15:15 – 16:00 Leveraging 'Social Resourcing' to Drive Recruitment and Build Talent Pools

Chantel Syce, *Talent and Sourcing Manager, Santam*

- the rise of social media in recruitment
- how to harness the power of social media including Twitter, LinkedIn and Facebook to build talent pools
- keeping control of your employer brand

16:00 Wrap up and closure of day one

PROGRAMME : DAY 2 • 16 February 2012

SELECTION

07:30 – 08:20 **Registration and early morning refreshments**

08:20 – 08:30 **Welcome and Introductions by chairperson**

Maggie Mojapelo, *Founder and Director, HR Touch*

Chairperson • Day 2 & Breakaway 1

08:30 – 09:15 **Integrating personnel selection with strategic human resource management**

Elsa Tshatedi, *Head: Africa Regional Resourcing (Absa & Barclays Africa)*

- Employee Value Proposition
- HR Value Chain
- Key Value Chain: Success Factors
- Resourcing: Value Chain
- An integrated approach to Resourcing
- What success looks like
- The 'winning formulae' for successful personnel selection

09:15 – 10:00 **Selection to build the talent pipeline, not just fill a vacancy**

Lydia Mdluli, *Senior Manager: Talent Development, African Bank*

Guidelines for assessing and selecting for specific characteristics such as:

- Cognitive abilities
- Knowledge
- Interests and values
- Emotional intelligence and personality
- Physical requirements
- Work skills
- Social skills
- Interests and values

10:00 – 10:30 **Morning break**

10:30 – 11:15 **Breakaway 1: The law and selection**

Eva Mudely, *Director, Bowman & Gilfillan*

Breakaway 2: Technology and employee selection

Andrea Huggett, *HR MIS & Recruitment Manager, Allan Gray*

- How technology has changed the face of recruitment & selection
- Some trends in technology in the recruitment & selection space

11:15 – 12:00 **Breakaway 1: Making interviewing more effective!**

Tania Hector, *Talent and Sourcing Manager, Nestlé SA*

- Validity
- Structured interviewing
- Competency-based assessments
- Making a decision

Breakaway 2: Taking selection to the next level: How Assessment Centres add value in the long term

Anne Bucket, *Managing Consultant, Precision HR*

Using assessments as part of personnel selection is a well-established business practice in South Africa. The use of reputable psychometric tests adds value to a selection process and assists in decision-making. However, there is much to be said for using more robust processes such as Assessment Centres (ACs) when selecting candidates for management and high-risk jobs.

ACs have a long, rich and successful history. Over the past 50 years the AC has become established as a very popular procedure; thousands of employees have been assessed using this method and hundreds of research studies have been conducted in this field. It is now commonly accepted that the AC technique resides in the realm of personnel psychology and is used as part of recruitment, selection, development and the identification of managerial potential in organisations. Almost 50 years of research continues to confirm both the predictive and criterion-related validity of ACs.

This presentation will provide delegates with a clear illustration of:

- The benefits of using ACs in personnel selection.
- Various AC models will be discussed
- A process for introducing ACs into organisations will be shared.
- The latest research into improving ACs will be discussed.

PROGRAMME : DAY 2 • 16 February 2012

SELECTION

12:00 – 13:00 **Lunch**

13:00 – 13:45 **Breakaway 1: Selecting for the new world of work**

Sean Kerr, *Partner: Assurance, Ernst and Young*

- Agility
- Flexibility
- Complexity

Breakaway 2: The truth will reveal itself: CV and reference checking

Kirsten Halcrow, *Managing Director, Employers Mutual Protection Services*

- Reasons for poor validity of traditional references
- What to check and how
- External service providers
- The changing face of criminal checking in SA

13:45 – 14:30 **Breakaway 1: Moving selection processes online effectively: A case study**

Gerda van der Merwe, *Senior Consultant (SHL)*

This paper will share with the audience a practical case study of how a large organisation in the hospitality industry succeeded in effectively moving its selection processes online. Areas that will be covered include:

- The challenges encountered in running an offline pilot project, which led to a balancing of the organisation's recruitment needs and logistical considerations
- The trials and infrastructure testing that went into ensuring that moving the organisation's selection processes online was a viable option
- The preparations necessary to ensure all stakeholders involved in selection procedures across the organisation's nation-wide footprint were aligned
- The processes and monitoring mechanisms that have been put in place to ensure the approach remains an effective and efficient operation for the organisation

Breakaway 2: Ethics and Selection: Practical applications

Byron Huntley, *Team Leader, JvR Consulting Psychologist*

Erise Havenga, *Consultant, JvR Consulting Psychologist*

14:30 – 14:45 **Afternoon break**

14:45 – 15:30 **Breakaway 1: The power of EQ in the selection process**

Annette Prins, *Deputy Director: Health and Wellness, University of the Free State*

(Author of Emotional Intelligence: Tipping Point in Workplace Excellence (2011), published by Knowledge Resources)

- Emotional Intelligence in the workplace: fact or fad?
- What twenty years of science reveals
- Tools to use
- When to make Emotional Intelligence part of the selection process
- The development of EI in the workplace

Breakaway 2: Selection best practices!

Kim Banda, *Lead: HR and Talent Management and Natachia George*, *Talent Acquisition Lead, Accenture*

15:30 – 16:15 **Creating and measuring return on selection**

Professor Gregory Lee, *Associate Professor (Decision Sciences) and Acting Academic Director, Wits Business School*

16:15 **Wrap up and closure**

SPEAKERS

Loane Sharp, *Labour Economist, Adcorp*

Loane Sharp is a labour economist at Adcorp, South Africa's leading employment services company. Loane is an international award-winning researcher who has published widely in books and academic and business journals. His research interests include employment, employment policy, productivity and workforce optimization. He is an expert in the fields of atypical employment and labour productivity. Loane has a MCom from the University of Cape Town, where he is currently a PhD candidate specializing in economics and statistics.

Zoe Pooe, *Talent Acquisition Lead, Microsoft SA*

Zoe has an extensive amount of experience in Recruitment, Executive Search, and Customer Service. She started her career as Customer Service Consultant at New York Telephone Company – USA; worked for Deloitte & Touche Executive Placements as a Senior Consultant; and later worked for Accenture S.A. as Recruitment Lead; before starting her own HR Consultancy, MoZaiq Consulting in 2006. Zoe holds a Bachelor of Business Administration – General Management Policies; from Baruch College (C.U.N.Y) USA.

Shantal Singh, *Senior HR Officer, Clientele Life Assurance Ltd (Recruitment Officer of the Year - AVUSA AMARA 2011)*

Shantal is currently employed as Senior HR Officer at Clientele Life Assurance. In this role as an HR generalist she supports a portfolio of 12 business units within the company, in executing the full HR component. Before joining Clientele Life Assurance she worked at Kelly as an account executive. Shantal holds a bachelor of social science from University of Natal.

Maggie Mojapelo, *Founder and Director, The HR Touch*

Maggie Mojapelo is a Founder and Director of The HR Touch, an end to end HR consulting company. As an HR consultants she has been involved in developing and facilitating HR strategies that enable HRM to be effective and efficient within businesses. She has more than 16 years of Human Resources Management in Executive positions within different industries. Prior to running The HR Touch, Maggie worked for companies such as Coca-Cola (HR Director), Nedbank, Avon Justine and IBM South Africa respectively in HR executive positions. She has a wealth of experience in all major areas in the Human Resource field both as a specialist and generalist which she acquired both locally and internationally. Maggie is involved in coaching and mentoring HR professionals from different organisations. She holds an Honours degree in Education, Management Advancement Program, Advanced Diploma in Human Resource and she is currently completing her MBA through Henley. She also has attended various international executive programmes.

Elsa Tshatedi, *Head: Africa Regional Resourcing (Absa & Barclays Africa)*

Elsa Tshatedi has for the past 15 years been a specialist in the Human Resources field. She has extensive business management working experience in the following industries and/or sectors: Human Resources, Human Resources Strategies, Transport and Logistics, Development, Entertainment, Management Consulting, Services, HIV/AIDS Strategies and the Financial (banking) sector. She has worked in management positions for the following companies: the W K Kellogg Foundation, Accenture, Transnet, Standard Bank and, most recently, ABSA.

Lydia Mdluli, *Senior Manager: Talent Development, African Bank*

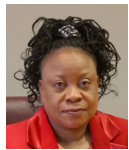
Lydia Mdaka-Mdluli graduated in 2003 with a Masters Degree in Psychology from UJ. She did her 12 months internship in Spoornet where she gained experience in job profiling, psychometric, assessments and recruitment. She has worked for such companies as Edcon and Howden, and for the Auditor-General before joining African Bank in her current capacity as Senior Manager: Talent Development. This role entails heading and strategically directing integrated talent management strategy and processes, assessments (psychometric), learning and development, performance management and organisational development. In 2005 she was instrumental in the design of the assessment methodology that led to the appointment of the first female Radio Station Manager for one of the SABC's most popular Radio Stations.

Eva Mudely, *Director, Bowman & Gilfillan*

Eva Mudely completed her LLB degree summa cum laude at the University of Natal. Eva joined Bowman Gilfillan in 2003 and was admitted as an attorney and notary public in 2006. In 2005, Eva was a recipient of a Commonwealth Scholarship for postgraduate study in the United Kingdom, and completed a masters of law degree at the University of Nottingham, UK. Eva has recently completed a Higher Diploma in Labour Law with distinction at the University of Witwatersrand. Eva advises a wide range of clients, including multinationals and financial services companies on strategic HR related legal and policy issues, as well as on issues such as recruitment and retention, employee incentive schemes, the employment consequences of commercial transactions, corporate restructurings and mutual separations in relation to executive employees. Eva has a particular interest in outsourcing, discrimination issues and data protection. Eva has also been interviewed on local television stations as well as on CNBC Africa. In addition Eva writes articles regularly. Her articles have featured in local newspapers such as the **Business Day** and the *Sunday Times*, as well as in various HR publications, such as *HR Future* and *Human Capital Review* (published by Knowledge Resources).

Andrea Huggett, *HR MIS & Recruitment Manager, Allan Gray*

Andrea worked as a medical doctor, mostly in Accident & Emergency in the UK, for five years before deciding to change careers. She completed an MBA full-time at the UCT GSB in 2004 where she graduated cum laude. Andrea has worked at Allan Gray for just over four years as a business analyst, IT Domain Owner and more recently as HR MIS & Recruitment Manager.



SPEAKERS



Tania Hector, *Talent and Sourcing Manager, Nestlé SA*

Tania, currently the Head of Talent Management and Sourcing at Nestlé South Africa, commenced her career as a social worker. She qualified with an MA (Clinical Social Work) in 2000, and specialised in Family Therapy for 5 years after that, including a year in London at the Family Life Centre. Entering the Human Resources field in 1998, she has spent 8 years as an HR Generalist, ending up as National HR Manager for DisCom, a company in the Nu-Clicks Group. She also obtained her MA (Labour Law and HR) in this time. In late 2006 she joined Nestlé South Africa as Employee Wellness manager, subsequently fulfilling a number of specialist HR roles in the past 5 years with the company. In her current capacity, she has overseen the incorporation of Resourcing, Talent Management and Future Talent streams.

Anne Buckett, *Managing Consultant, Precision HR*

Anne Buckett is a qualified Industrial Psychologist in South Africa with extensive experience in assessment and development in industry. She is presently the Managing Consultant of Precision HR with specialist expertise in the areas of HR competency-based assessment and development. She has worked at and with several large international consulting firms acquiring consolidated experience in a wide range of HR interventions. In addition, she is trained on a variety of tools, techniques and methodologies across a large number of well-established test publishers. Her experience covers both private and public-sector organisations. Anne has served as an executive committee member of People Assessment in Industry (PAI) (2006–2007) and was Regional Chairperson for the Society of Industrial and Organisational Psychology of South Africa (SIOPSA) Pretoria Branch (2007–2009). She served as Chairperson of the Assessment Centre Study Group of South Africa (ACSG) from 2008–2009.



Kirsten Halcrow, *Managing Director, Employers Mutual Protection Services*

Kirsten is the Managing Director of EMPS; she has run EMPS and been involved in the employee screening and vetting industry for 11 years. Kirsten came from a recruitment background, spending one year in a corporate HR environment and a further year within a recruitment company. Kirsten has an Honours degree in psychology and sociology, an HR diploma and trained within a psychometric environment for two years.



Gerda van der Merwe, *Senior Consultant (SHL)*

Gerda van der Merwe is an Industrial Psychologist and Senior Consultant working for SHL, a global talent solutions company. Since May 2010, Gerda has been involved in various assessment-and development related projects and assists clients to optimally use assessment tools to identify the behaviours, skills, knowledge, and motivations that drive excellent performance throughout the various stages of the employee life cycle.

Byron Huntley, *Team Leader, JvR Consulting Psychologist*

Erise Havenga, *Consultant, JvR Consulting Psychologist*



Annette Prins, *Deputy Director: Health and Wellness, University of the Free State*

As a senior counseling psychologist, Annette is passionate about developing human capital. She obtained her Master's degree in Counseling Psychology cum laude and was awarded Top Achiever of her year group. She completed her PhD in 2007 with a thesis entitled 'Emotional intelligence and leadership in corporate management: A fortigenic approach'. She heads the Staff Wellness section at the University of the Free State since 2004. As CEO and co-owner of the company Talent and Wellness Management, Annette has developed a series of workshops in the people skills arena, focusing on, among others, emotional intelligence, assertiveness, stress management, conflict resolution, happiness, optimism, and personal strengths. She has also been accredited to present workshops on the Meyers Briggs Type Indicator (MBTI), the Neethling Brain Profile (NBP) and Emotional Intelligence according to the Bar-On model (EQ-i). She presents workshops within the tertiary sector and the corporate environment. Annette co-edited *Counseling in Southern Africa: A Youth Perspective* and contributed to the updated version *Handbook on Counseling Youth (2009)*. She furthermore published *Emotional Intelligence and Leadership: A Work Wellness Perspective (2010)* and co-authored *Emotional Intelligence: Tipping Point in Workplace Excellence (2011)*.



Professor Gregory Lee, *Associate Professor (Decision Sciences) and Acting Academic Director, Wits Business School*

Professor Gregory John Lee is an Associate Professor in Decision Sciences at Wits Business School, where he is also acting Academic Director. He specialises in human resource management, notably HR metrics, in which he has established himself as a leading expert, and other areas such as employee turnover and the employee–customer link. Prof Lee has recently published the first HR Metrics book giving practical instruction and demonstration (published by Knowledge Resources in July 2011). In addition, he is a well-known writer and speaker. He has written articles for such international publications as *International Journal of HRM*, *International Journal of Manpower*, *Journal of Human Resource Costing & Accounting*, *European Journal of Operational Management*, *Scientometrics*, *African Journal of Business Management*, and many South African journals. In addition, he publishes in many trade publications such as *Human Capital Review*, and is a frequent speaker at local and international HR conferences. He consults to companies in the areas of both HR and statistical analysis.

RECRUITMENT AND SELECTION CONFERENCE 2012

15–16 February 2012

Crowne Plaza Johannesburg • The Rosebank

Registration fee

- A** 15 February • **Recruitment Seminar** R4725
- B** 16 February • **Selection Seminar** R4725
- C** 15-16 February • **Recruitment and Selection Two day conference** R8950

The above registration fee includes VAT, lunch, refreshments, parking and materials

Special Offer

- Register 3 delegates and the 4th delegate attends free of charge!
- Special discount for registered NPOs, small businesses (30 or less employees) and full-time lecturers at universities/colleges/ schools – contact us for more information!

Registration Methods

- Register online GO TO www.kr.co.za
- Phone Maxine Pretorius on 011 880-8540
- Fax completed registration form to 011 880-8700 / 9829
- Email completed form to maxine@knowres.co.za

Once payment has been made please fax through proof of payment with the event's name written in the top right-hand corner

TERMS AND CONDITIONS

Please note: Payment must be received before the event takes place. Knowledge Resources reserves the right to refuse admission where evidence of payment cannot be shown.

CONFIRMATION OF BOOKING

Please note: If you have not received confirmation in writing, of your booking before the event, please contact us on 011 880 8540 to confirm that we have received your registration.

SOMETHING HAS COME UP AND I CANNOT ATTEND
If you cannot make it to the event, you have several options (the below options need to be received in writing):

- You may send a **substitute** delegate in your place, please inform the Customer Care Department of the new name for registration purposes. No additional charges will be applicable for substitutions
- You may **transfer** at no extra charge to another event, provided you do so in writing at least 10 working days before the event. Transfers within the 10 working days will be charged an administration fee of 20%
- You may **cancel** your registration, in writing, up to 10 working days before the event takes place. Cancellations inside of 10 days will be liable for the full fee
- Unfortunately, **no refund or credit** can be given to delegates who do not attend without giving prior notice
- Registrations received during the 10 working days before the event date, will not be excluded from any terms & conditions

In the event of unforeseen circumstances Knowledge Resources reserves the right to change the programme content, the speakers, the venue or the date. You will be notified no less than 5 working days prior to an event. Should the event be postponed, you will have the option to attend the next available date of the relevant event. The registration fee will be credited on delegate accounts, should they opt not to attend the next available date of the relevant event or in the case where an event is cancelled.

PAYMENT

- Cheques should be made payable to Knowledge Resources (Pty)Ltd. Please do not mail any cheques.
- Electronic Transfer or Direct Deposit into our bank account, validated by faxed copy of transaction slip Nedbank Cresta, Account No.: 1913164489 Branch Code: 191305, FAX: 011 880 8700

Please note: Payment must be received by no later than 15:00 the day before the first morning of the event.

PLEASE NOTE Delegates will not be allowed entry to the event if payment has not been received

Booking made by

Phone Email

Date Signature

By signing this registration form, the delegates agree to the enclosed terms and conditions

DELEGATE 1

Tick option **A** **B** **C**

Name Title

Designation

Phone Fax

Cellular Email

Company

Company VAT Number

Postal Address

Postal Code

Dietary Requirements

DELEGATE 2

Tick option **A** **B** **C**

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 3

Tick option **A** **B** **C**

Name

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Tick option **A** **B** **C**

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DELEGATE 5

Tick option **A** **B** **C**

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Dietary Requirements

CREDIT CARD PAYMENT

Card Holders Visa / Master Amex Diners Mark appropriate box Expiry Date

Card No. CCV No.

Amount (All prices include VAT)

Date Signature



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