



recruitingtrends  
conference 2016

[www.RecruitingTrendsConf.com](http://www.RecruitingTrendsConf.com)

November 14 - 16, 2016  
HILTON AUSTIN | TEXAS

**FOR IMMEDIATE RELEASE**

## **Dr. John Sullivan, Internationally Known Industry Strategist, to Keynote 2016 Recruiting Trends Conference**

*Dr. Sullivan to address the shift toward data-based decision-making and its impact on sourcing, screening, interviewing and employer branding*

**HORSHAM, Pa. – June 21, 2016** – *Human Resource Executive*<sup>®</sup> magazine, the premier publication focused on strategic issues in HR, today announced that Dr. John Sullivan, recruiting strategist, author and San Francisco State University professor, will present the Opening Keynote at the newly-acquired Recruiting Trends Conference, taking place November 14 - 16 at the Hilton Austin in Texas. His highly interactive opening keynote, “Forget the Hype: Data-Based Recruiting Reveals What Actually Works,” will explore what data-based methods at leading firms have uncovered about what does and does not work in sourcing, screening, interviewing and employer branding.

“There is little doubt the number 1 trend in recruiting right now is the shift towards data-based decision-making. But a combination of hype and consultant talk can make organizations unnecessarily nervous about the transition,” said Andrew McIlvaine, Program Chair of the Recruiting Trends Conference. “The reality is most data-based recruiting doesn’t require the use of big data or knowledge of complex mathematics, which is why Dr. Sullivan’s keynote will focus on helping recruiting leaders and recruiters understand which approaches, tools and programs provide the most value and impact.”

Dr. Sullivan is an internationally known HR thought-leader from Silicon Valley who specializes in providing strategic talent management solutions. He’s written more than 900 articles and 10 books covering all areas of talent management. His ideas have appeared in major business publications including *The Wall Street Journal (WSJ)*, *Fortune*, *BusinessWeek*, *Fast Company*, *CFO, Inc.*, *New York Times*, *SmartMoney*, *USA Today*, *Harvard Business Review* and *Financial Times*. In addition, he writes for the *WSJ Experts* column and LinkedIn’s Talent blog.

“The Recruiting Trends Conference is the place to elevate recruiting and sourcing practices,” said David Shadovitz, Editor-in-Chief, *Human Resource Executive*<sup>®</sup> magazine. “The event will not only present ways to re-energize recruiting but will also provide the latest sourcing practices, fresh recruiting tactics and ideas to enhance candidate experience.”

With a mix of engaging presentations, focused workshops, peer-to-peer discussions and networking events, the Recruiting Trends Conference is a highly interactive, dynamic way to learn about innovative recruiting strategies. The conference provides content-rich sessions on maximizing employee referrals, CandE award-winning companies sharing firsthand

perspectives on how to enhance your candidate experience, hands-on labs to practice new sourcing techniques and more.

Year after year, the Recruiting Trends Conference explores challenges and provides solutions to the issues changing the way candidates are identified and engaged. With one of the biggest changes being the shift towards data-based decision-making and its impact on recruitment, Dr. Sullivan's keynote provides a timely look at its effect on sourcing, screening, interviewing and employer branding and how organizations can prepare.

Registration is now open for the **2016 Recruiting Trends Conference**. For additional information and to register visit [www.RecruitingTrendsConf.com](http://www.RecruitingTrendsConf.com) or call toll-free 1-800-727-1227.

### **About the Recruiting Trends Conference**

The **Recruiting Trends Conference** annually attracts hundreds of recruiting professionals looking to re-energize their recruiting and sourcing practices. The conference presents a fast-paced mix of engaging presentations, focused workshops, peer-to-peer discussion and networking events. The event is recognized by SHRM to offer Professional Development Credits (PDCs). Recruiting Trends also hosts an Expo showcasing the latest recruiting products and services. In addition to researching and comparison shopping, the Expo offers industry professionals countless opportunities to connect and share ideas during networking events. For more information, visit [www.RecruitingTrendsConf.com](http://www.RecruitingTrendsConf.com).

### **About Human Resource Executive®**

*Human Resource Executive*® magazine was established in 1987 and continues today as the premier publication focused on strategic issues in HR. Stories cover all areas of human resource management, including talent management, benefits, healthcare, training and development, HR information systems, relocation, retirement planning, and employment law. For more information, visit [www.hreonline.com](http://www.hreonline.com).

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