



Human Resource Executive® Talent Acquisition Tech Conference Showcases Latest Talent Strategy Trends

November Event is the Destination for Companies Seeking Technology that Transforms Recruiting, Hiring and Onboarding

HORSHAM, Pa. (August 2, 2016) – [Human Resource Executive](#)® magazine, the premier publication focused on strategic issues in HR, today announced details of the [Talent Strategy](#) track being offered at the first-ever Human Resource Executive® [Talent Acquisition Tech Conference](#) taking place at the Austin Hilton in Texas on November 15 - 16, 2016.

Industry researchers at Bersin by Deloitte recently noted that the \$14-plus billion marketplace for HR software and platforms is reinventing itself. Innovations in mobile apps, analytics, video and collaboration solutions are shifting how business is done as well as buyers' priorities. Some of the most noteworthy changes have impacted the talent acquisition category, where scores of new applications beyond the traditional applicant tracking system have emerged.

Andrew McIlvaine, program chair of the conference, commented, "Talent acquisition has become increasingly complex. Greater competition for top candidates, the magnitude of data that can lead to wrong assumptions, and the struggle to find easily implemented solutions to improve the entire process are just some of the challenges. Our Talent Strategy track will provide attendees with the actionable insights to find the best talent sources, leverage the right analytics and onboard new hires effectively – ultimately creating a better experience for candidates and recruiters alike."

Highlights of the track include the session, "Modern Measures of Success and the Sorry State of Data-Driven Recruiting," led by Kyle Lagunas, principal analyst of IDC. Lagunas says traditional metrics like time-to-fill and cost-per-hire are poor indicators of recruiting performance, citing emerging talent analytics technologies as offering a new level of measurement and more meaningful insights. Drawing from his latest research, "Modern Measures of Success in Talent Acquisition," Lagunas will address the most critical measures in a modern talent acquisition function and the steps organizations can take to move the needle in data-driven recruiting.

In addition, Jaqueline Kuhn, executive vice president for Human Capital Management Consulting Services at HRchitect, will present "The Changing Talent Acquisition Landscape: Identifying New Trends and Expectations." During this session, she will share insights on how companies can be winners in the

war for talent and explain how to determine whether currently used technologies meet the needs of all stakeholders in the talent acquisition process.

Additional sessions in the Talent Strategy track will explore how numerous successful companies achieved talent acquisition success with the right technology. These include case study sessions detailing how:

- [McLane Co.](#) uses an innovative career site technology to build an always-on pipeline of candidates while maintaining its unique culture
- [Six Flags](#) leverages mobile and gamification to engage and onboard its millennial workforce
- [Informatica](#) dramatically improved its candidate experience and used the power of mobile to find talent
- [University of Texas Medical Branch](#) adapted a value chain approach to the recruitment process, resulting in more efficient and cost-effective processes
- [Southwest Airlines](#) created a centralized, compliant and engaging onboarding process through creativity and automation

The Talent Acquisition Tech Conference is co-located with the annual Recruiting Trends Conference. In addition to learning the latest trends and technologies in Talent Strategy, attendees are encouraged to attend the [2016 Candidate Experience Awards Gala](#). Hosted by Talent Board on the night of Tuesday, November 15, the event will honor the winners of the 2016 program and highlight best candidate-experience practices.

Registration is now open for the inaugural Talent Acquisition Tech Conference, with a pre-early bird discount of \$650.00 through September 14. For additional information and to register, visit www.TalentTechConf.com or call toll-free 1-800-727-1227.

About the Talent Acquisition Technology Conference

From the producers of the HR Technology Conference and Exposition®, the world's largest event dedicated to HR technology, comes the Human Resource Executive® Talent Acquisition Tech Conference. At this new event, the world's most renowned experts and talent acquisition leaders will explore how technology is transforming the way talent is sourced, hired and brought into leading organizations. Attendees will learn how to develop strategies to attract and engage the right candidates while continually and creatively identifying new talent pools to find their next great hires. The event also includes the Talent Acquisition Tech Expo, showcasing the latest talent acquisition products and services — providing the opportunity to touch, compare and contrast the latest solutions from leading vendors. For more information, visit: <http://www.talenttechconf.com/>.

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