



2010 Business Issues Expert Resources Forums

Web 2.0 and the Staffing Industry

The term "Web 2.0" is commonly associated with web applications that facilitate interactive information sharing, interoperability, and collaboration. Examples of Web 2.0 include web-based communities, hosted services, web applications, social networking sites, video-sharing sites, wikis, blogs, mashups and folksonomies. Many staffing firms are venturing into these applications to enhance their candidate and customer databases while forming new relationships with their peers. Some are succeeding while others feel the technology is passing them by!

The Industry Partner Group of the NJSA wants to help you get with the program(s)! A series of 6 breakfast and evening forums on **Web 2.0 and the Staffing Industry** will be presented during 2010. All of the sessions will be held at the Sheraton Edison Hotel, in the Raritan Center and will build upon a body

of knowledge concerning the implications, implementation, and investment you need to make to utilize web-based platforms such as LinkedIn, Twitter, Facebook, and other social networking tools.

Each session will identify specific ways your firm can profit from utilizing networking tools and bolster your recruiting techniques.

The breakfast sessions will be designed for staffing owners and managers and the evening programs will be more of a "how to do it" for recruiters and sales professionals in their use of these social networking tools to market and attract candidates and clients.

Each session will identify specific ways your firm can profit from utilizing these networking tools and bolster your recruiting techniques. Be sure to use the registration form included in this brochure to register for any or all of the sessions, including the free breakfast sessions.

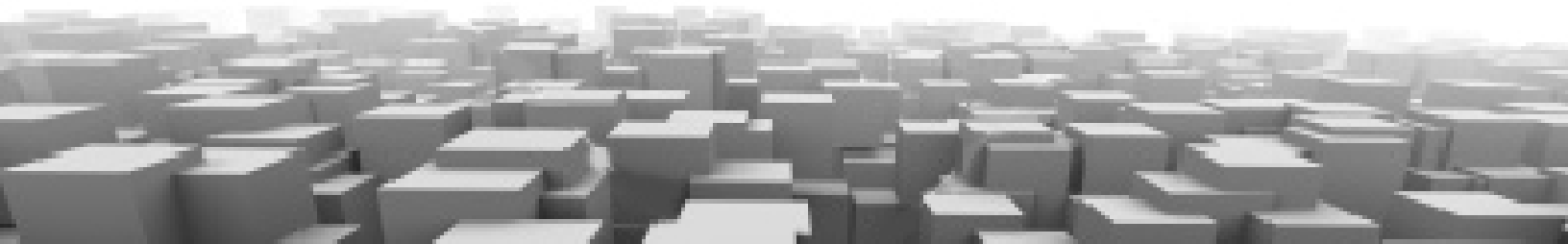
Breakfast Forums

We invite you to attend the Breakfast Forums at No Charge

Evening Forums

Member Rate \$49 first attendee per session
\$39 each additional attendee from same company

Non-Member Rate \$69 first attendee per session
\$59 each additional attendee from same company



January 26, 2010

8:00-10:00am

Social Media Success Stories in the Staffing Industry



Presented by
Everett Reiss
Applied Systems
Technology

February 23, 2010

5:00-7:30pm

How To ... Use Linked In For Staffing Firms



Presented by
John Hassett
Northeast Account
Executive, Linked In



March 23, 2010

8:00-10:00am

How To ... Use Social Media to Bolster Your Recruiting Efforts



Presented by
Everett Reiss
Applied Systems
Technology

Social Media Success Stories in the Staffing Industry

Hear from your peers in the staffing industry on how they've been able to find quality prospects, increase sales, recruit faster and develop a higher quality candidate and client pool through social media. Everett Reiss of Applied Systems Technology and involved with business relationship development for The Staffing Cooperative, will present an overview of the social media tools available for staffing firms and how these Web 2.0 technologies can improve your business. You will:

- Find quality prospects
- Increase sales
- Recruit faster
- Develop a higher quality candidate pool, and ...

Get the answers to such questions as:

- "How much time should I and my staff be spending in social media?"
- "How do you effectively work social media into your and your staff's daily routine?"
- "How do you measure success and know if your efforts are working?"

How To ... Use Linked In for Staffing Firms

In this "Part II" of staffing strategies using LinkedIn, John Hassett will continue his overview for Recruiters and Sales Staff to learn ten easy steps to build community on LinkedIn, the world's largest and fastest growing professional network. Attendees will take away tips every recruiter and sales/business development person should know about LinkedIn, directly from the source. John spoke at a 2009 NJSA forum and brought clarity to the confusion of using these tools.

This session will provide helpful hints around

- YOUR page
- Building credibility
- Joining groups
- Personalizing jobs
- Controlling your organization's as well as your personal brand and more!

Plus, discover the advantages of LinkedIn premium services specifically for staffing industry recruiters and get your individual questions answered.

This session is for owners/managers/recruiters/sales professionals.

How To ... Use Social Media to Bolster Your Recruiting Efforts

It is easy to dismiss social media as a waste of time, or to actually waste hours of your time online and have little to hardly any quality candidates and even fewer filled orders to show for it. Everett Reiss, project manager and Internet Marketer for Applied Systems Technology, will walk you through some proven habits and ways his clients have used social media to improve the quality of their candidate pool and the speed in which they've been able to fill orders.

How to Twitter and Source Candidates

Tweet, follow or get out of the way! If you're not tweeting then you need to come learn about Twitter and how it is impacting the recruiting industry today. Post your jobs, market your firms, get job leads and even search for passive candidates. Twitter isn't the "answer" but it is a FREE tool we all should be using TODAY!!

This session is presented by **Rob Tyson, CPC**, President & Chief Operating Officer of Bonifield Associates. Rob began his career in the staffing industry as a research specialist assisting consultants on active search assignments, and managing Bonifield's IT needs. He also maintained a successful recruiter desk before moving into management of the company. He is a graduate of Monmouth University with a BA in Business Administration with a concentration in Marketing and a minor in Information Technology. He is also a board member of the Mid-Atlantic Association of Personnel Consultants (MAAPC)

Building Awareness, Influence, Reputation and Authority Using Facebook for Staffing and Recruiting Professionals

Social Media tools have become an integral part of our daily lives. Embracing Facebook is one way to change how you communicate in your personal and professional lives. This program will show you how to develop a new, simple and organized marketing process across the networks.

- Explore the mechanics of social media, focusing on the leading site Facebook
- Learn how to leverage the power of Facebook to achieve your marketing goals
- User friendly tips, tricks and strategies for building trust in your brand, and leading candidates to you to generate more business
- Action steps, examples and ideas to be sure you are the trusted authority in your niche.

This program is appropriate for beginners through advanced users as it focuses on the marketing approach. It is recommended that attendees have some working knowledge of Facebook, but they don't need to be advanced to benefit from this program.

Tracey Madden, CPC, CTS, is the President and Founder of McIntosh Staffing Resources in Dover, NH. After almost three decades in the business she's pretty sure she's found her calling and is very driven by the thrill of the perfect placement!

Building Profitable Web 2.0 Activities Into Your Daily Work Lives

Now that you've figured out how you want to engage social media and Web 2.0 activities in your staffing company, we'll look at how to integrate Web 2.0/social marketing activities into your daily life at work; and also your staffing company's staff's daily lives. And how to make everyone in your staffing company a social marketer—delegating specific Web 2.0 activities to different individuals in your staffing company. Lastly, we'll discuss how to test, measure, and tweak to make sure your social media tactics are actually delivering on the ROI side of things.

April 20, 2010
5:00-7:30pm

How To ... Use Twitter



Presented by
Rob Tyson, CPC,
President & CEO,
Bonifield Associates



May 18, 2010
5:00-7:30pm

How To ... Use Facebook



Presented by
Tracey Madden,
CPC, CTS
President of
McIntosh Staffing
Resources, LLC



June 22, 2010
8:00-10:00am

Building Profitable Web 2.0 Activities



Presented by
Everett Reiss
Applied Systems
Technology



2010 Business Issues Expert Resources Forums

REGISTRATION FORM

Name of Firm: _____

Contact Name: _____

Other Attendees of the Firm: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

NJSA MEMBER REGISTRATION (Check all sessions you plan to attend)

- January 26, Social Media Success Stories—FREE
- February 23, How to Use LinkedIn
- March 23, How to Use Social Media—FREE
- April 20, How to Use Twitter
- May 18, How to Use Facebook
- June 22, Building Profitable Web 2.0—FREE

NJSA MEMBER RATES*	QUANTITY	First Attendee	Additional Attendees	TOTAL
Breakfast Forum		FREE	FREE	
Evening Forum		\$49	\$39	
*MAAPC Members are eligible for NJSA Member Rates				TOTAL MEMBER RATE

NON-MEMBER REGISTRATION (Check all sessions you plan to attend)

- January 26, Social Media Success Stories—FREE
- February 23, How to Use LinkedIn
- March 23, How to Use Social Media—FREE
- April 20, How to Use Twitter
- May 18, How to Use Facebook
- June 22, Building Profitable Web 2.0—FREE

NON-MEMBER RATES	QUANTITY	First Attendee	Additional Attendees	TOTAL
Breakfast Forum		FREE	FREE	
Evening Forum		\$69	\$59	
				TOTAL NON- MEMBER RATE

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