

# Sourcing Lab 2011

*Full day workshop focused on sourcing strategy, tactics and productivity*

## Who should attend?

Recruiters and HR representatives who have responsibility for building and executing sourcing strategy for a corporate recruiting organization. Maximum of 30 attendees – no vendors or sponsors. Small teams are encouraged to attend as a group.

## What is the Sourcing Lab?

It's a hands-on workshop that delivers real-world best-practice sourcing strategies and tactics to help busy corporate recruiters and HR reps find and engage top talent.

## Get Ready to Work

Bring your laptop – we'll provide wifi – and get ready to learn by doing! This is not your typical powerpoint-driven workshop. Instead, you'll work hands-on to solve real sourcing challenges and get experience applying what you learn right in the workshop.

## Keeping it Real

We won't focus on "shiny objects" or Boolean search pyrotechnics. While we will share a few emerging tactics that show potential, our primary focus will be to provide you with a proven, actionable methodology for meeting the real-world sourcing challenges you face every day. And, we'll load your laptop (and browser) with links to key websites and tools you can leverage back at the office to find candidates for your hard to find roles.

DATE: July 19, 8:30am-5pm  
LOCATION: Seattle, Washington  
TUITION: \$695 1-Day Workshop  
Includes parking & lunch  
REGISTER:  
[www.recruitingtoolbox.com/sourcinglab](http://www.recruitingtoolbox.com/sourcinglab)



## Sourcing Lab Faculty

John Vlastelica and Carmen Hudson focus 100% on helping companies – and their recruiting teams - recruit better. Their credibility, confidence, and humility comes from years of experience leading recruitment and sourcing strategies and teams at Amazon, Expedia, Yahoo, and Starbucks.

## What Will You Learn?

- How to build your sourcing strategy and target candidate profile, including a sourcing strategy template
- How to research and identify target companies and candidate communities
- How to identify the highest ROI sources and methods for your search
- How to find and engage top (passive) talent, including template emails and phone scripts for first contact
- How to measure and optimize your sourcing productivity, including a sample sourcing status report
- How to integrate Web 2.0 and social media tools into your sourcing strategy
- How to leverage free or low cost tools and technology to maximize your limited time, including a list of the top 10 tools every sourcer should have in their toolkit
- How to calibrate candidates and build credibility with Hiring Managers and peers

## Solving Your Real-World Sourcing Challenges

- Bring several of your most challenging searches to work on real-time during our workshop

*Where corporate recruiting and HR pros go to build skills for the real world.*

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