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Soon

## **Building More Value Into Your**

**Start Date: 6/15/2016 7:30 AM**

**End Date: 6/15/2016 9:30 AM**

**Building More Value in Your Recruitment Function** Wednesday, June 15th 7:30am - 8:00am  
Registration & Networking 8:00am - 9:30am - Program Location: NYSUT Conference Center, 30 North Union Street, Rochester NY 14607 This program is hosted by GVC SHRM! Presented by Joan Graci, President, APA Solutions Sponsored by Inward Office Yoga This program has been pre-approved for 1.5 Professional Development Credits by the Society of Human Resource Management and 1.5 HR (General) recertification credits by the HR Certification Institute. Attendees will have an understanding as to how the recruiting function can take on a more strategic role. Joan Graci, President and Owner of APA Solutions – a direct-hire employment and human capital consulting firm – is delivering a new way to build a company’s recruitment function. This is for HR Leaders, Talent Acquisition Managers, Recruiters and HR specialists. This workshop will cover new talent management and business strategies for workforce recruiting and retention which will allow participants to move away from the “job requisition order filler mentality” to understand a more cohesive and holistic approach to Talent Acquisition. Participants will discover what a talent brand is and why it is important to the business and recruiting goals of an organization. By the end of this session, participants will have a better understanding of: •Recruiting Preparation and utilizing a brain base approach to getting the “buy in” of hiring managers •Identifying what is the right fit for your organization and the importance of a strong talent brand •Building a Positive Digital Presence to find the right fit for your Organization Joan Graci is the owner and president of APA Solutions, a leading HR and human capital firm. In 2005, she founded Career Reform, a revolutionary career coaching company designed to change the mindset and career approach of job seekers everywhere. Joan recently published her first book, “No More Bad Advice”, which chronicles her experiences and offers an alternative approach to the traditional career and job seeker mentality. Joan has seamlessly worked side-by-side with growth companies of all sizes and trades to build the foundation for successful organizations. She is not only committed to finding quality talent for employers, but also to developing and educating potential candidates to the demands of today’s work world. Joan completed the Women’s Leadership Development Program at University of Pennsylvania’s Wharton School of Business. She is a graduate and former president of the University of Buffalo Center for Entrepreneurial Leadership Alumni Association and remains an active member of the UB community, as well as a mentor and committee leader for the Canisius College Women’s Business Center. She also received a 2015 Woman of Influence award, issued by Buffalo Business First, which honors female entrepreneurs who have grown their business by making outstanding contributions to society. Joan is an active blogger on LinkedIn, Lifehack and The Buffalo News, “JobFinder” website. Guest blogger for Talent Culture **PRICING:** GVC SHRM Member: \$30 Non Members: \$40 Students/Members

### **Location(s)**

NYSUT Conference  
Center, 30 North Union  
Street, Rochester, NY  
14607