



PPMA NATIONAL PROGRAMME OF REGIONAL EVENTS 2016 – 2017

26 JANUARY 2017 | LONDON COUNCILS, LONDON | SOUTHERN AND SOUTH-EAST ENGLAND REGION

Time	Speaker	Title
09:15	Arrival and coffee	
09:45	Steve and Nigel	Welcome and agenda for the day Steve Davies –regional chair, South East Nigel Fairburn - PPMA regional chair, South East and Southern England.
09:55	Jim Bloor - Penna	Digital disruption of HR 1 Gamification – how does it work and can it play a role in recruitment and HR? 2 Programmatic advertising – what is it and why is everyone so excited by it? 3 Virtual reality – using it for assessment (including a live demo) 4 Artificial intelligence – is this the future of recruitment?
10:40	Neel Patel and Nichola Newbery - Jobsgopublic	Everyone keeps talking about Employer Value Proposition but what does it actually mean. When did you last do the following... <ul style="list-style-type: none"> • Put yourself in a candidates shoes... • Apply for one of your jobs... • Google your organisation... What do you think candidates would say about you?
11:25	Coffee and networking	
11:45	Diane Baker - TMP Worldwide	The importance of technology in today's landscape of resourcing engagement TMP will take you on a tour round the world of all things digital to show how important data and technology is to be a modern recruiter, where engaging with the passive job seeker unlocks 80% of the total marketplace. <ul style="list-style-type: none"> · Sourcing – how to find talent digitally · Where are they? – market mapping · The art of engaging content · Positive candidate experience
12:15	Karen Grave – PPMA vice President	21st century public servant update
12:45	Networking lunch	
13:30	Tim Hall - Cognify	Cognify: unlocking council collaboration Social learning within the workplace is failing because it's not social and nobody's learning from it. What can we learn from Tinder and Uber to overcome this social learning dilemma? How can the right social model enable councils to collaborate more effectively within their organisation and beyond?
14:00	Phil Bundy – LGA	Employment law update (to include exit pay reforms)
14:30	Andy Lees and Dean Wanless – The MJ	The importance of relationships in a multi-media market
15:00	Chris Grimes - Matrix	Future of temporary agency staffing from a local government perspective. A brief look at where the market has been and sharing where we believe the market is moving towards.
15:20	Steve and Nigel	Closing remarks
15:25	Close of session	

