



## PPMA NATIONAL PROGRAMME OF REGIONAL EVENTS 2016 – 2017

7 DECEMBER 2016 | SOMERSET COUNTY CRICKET CLUB, TAUNTON | SOUTH-WEST ENGLAND REGION

09:15	Arrival and coffee	
09:45	Julie, Sue and Ian.	<b>Welcome and agenda for the day</b> Julie Biggs – PPMA joint South-West regional chair. Sue Wiltshire - PPMA joint South-West regional chair. Ian Morgan – SW Councils
09:55	Sandeep Bhandal and Tristan Moakes - Penna	<b>Digital Disruption of HR</b> 1 <b>Gamification</b> – how does it work and can it play a role in recruitment and HR? 2 <b>Programmatic advertising</b> – what is it and why is everyone so excited by it? 3 <b>Virtual reality</b> – using it for assessment (including a live demo) 4 <b>Artificial intelligence</b> – is this the future of recruitment?
10:40	Olivia Vines and Abi O’Brien – Jobsgopublic	<b>Social Media – it’s not just for the kids</b> “You no longer have a choice if you should do social media, the question is how well you do it.” In this session we will discuss Social Media best practice, including practical tips on how to incorporate Twitter, Facebook and LinkedIn in your recruitment strategy.
11:25	Coffee and networking	
11:45	Diane Baker - TMP Worldwide	<b>The importance of technology in today’s landscape of resourcing engagement</b> 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"> <li>· Sourcing – how to find talent digitally</li> <li>· Where are they? – market mapping</li> <li>· The art of engaging content</li> <li>· Positive candidate experience</li> </ul>
12:15	Karen Grave – PPMA vice President	<b>21st Century Public Servant update</b>
12:45	Networking lunch	
13:30	Tim Hall - Cognify	<b>Cognify: Unlocking Council Collaboration</b> 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 – Local Government Association	<b>Employment law update (to include exit pay reforms)</b>
14:30	Mike Burton and Dave Lawrence - The MJ	<b>The importance of relationships in a multi-media market</b>
14:50	Ian Morgan	<b>HR Business Partner development programme, Aspire.</b>
15:05	Julie, Sue and Ian.	<b>Closing remarks</b>
15:15	Close of session	

