



International Association for Corporate & Professional Recruitment

2012 IACPR Spring Small Search Firm Forum

Search 2012: The New Abnormal - and What You Can Do About It!

Thursday, April 19 - Friday, April 20

Red Rock Resort, Las Vegas

Agenda

More than ever, the old saw, "it's not business as usual," applies during these roller coaster economic times. You can no longer take anything for granted and expect to survive. The IACPR Spring Forum brings together senior retained search professionals in an environment of trust and candor to find high-value answers to the tough business and practice management questions boutique firms are facing today. How do you take advantage of the opportunities the "new abnormal" has created?

The facilitators of the sessions are just that - facilitators - and are drawn from our Small Search Firm Planning Committee. We structure the sessions and the agenda so that there are no lectures and no formal presentations. Rather, each session is a very interactive discussion with a complete and open sharing of ideas. As always, we will be flexible and will spend more or less time on any given topic accordingly. We can also include new topics as appropriate. And, as always, brevity is important so we get to hear all viewpoints - so please keep your comments succinct and to the point.

Meeting at a Glance

Thursday April 19 (12:00 PM - 4:15 PM)

Working Buffet Lunch	12:00 PM
VIP Bowling Night	6:30 PM - 9:30 PM

Friday April 20 (8:15 AM-4:15 PM)

Continental Breakfast	7:15 AM-8:15 AM
Working Buffet Lunch	12:30 PM
Meeting ends	4:15 PM

Thursday Afternoon/Evening (April 19)

Lunch/ Introductions (12:00 PM – 12:30 PM) (facilitators: David Kinkead, Kinkead Partners/Clark Waterfall, Boston Team Ventures)

- Brief introductions (name/firm/specialization), plus you fill out a survey on your business that we'll discuss tomorrow.

My Biggest Worry (12:30 PM-2:00 PM: Working Lunch) (David Kinkead)

- We go around the room to find out what is keeping you up at night – with confidential insights from your fellow attendees about how they are addressing similar challenges. If participants agree that any subject merits more in-depth discussion, we'll re-engineer the agenda. We want sessions to be fresh and relevant – and we are always open to new off-agenda topics.

Update on New Technologies (2:00 PM – 3:00 PM) (facilitators: Ralph Protsik, Boston Team Ventures/ Andy Shapiro, Cluen)

- What's new? What really makes a difference in holding down costs and delivering better service quality? How do you keep on top of the business when you are constantly on the road? Two technology gurus explore some of the latest innovations. And since Boston Team Ventures doesn't use any Cluen products, there is no sales pitch involved.

Bringing in Revenue: New Ways To Capitalize on Your Brand and Expertise (3:00 PM – 4:00 PM) (facilitator: Rich Campbell, Cameron Carmichael)

- It's time to think beyond traditional search as the only source of revenue for your business. You have a wealth of key information that others would pay for – and many new outlets to get the word out. Are you taking advantage of all these opportunities to bring in more dollars?

Free Time (4:15 PM – 6:30 PM)

- A chance to enjoy the hotel amenities, including the spa and pool, to learn Blackjack from gambling maestro Gary Preston or just spend some down time with colleagues.

Lots of Food & Drink, Plus VIP Bowling (6:30 PM – 9:30 PM)

- With a private suite, fun food and plenty of drink, Red Rock's VIP lanes allow you to experience and enjoy bowling in a whole new way.

Our thanks to Cluen for sponsoring Thursday night's VIP Bowling.



Friday Morning/Afternoon (April 20)

What's Happening in Search Today – and What Does it Mean? (8:15 AM – 9:00 AM) (facilitator: Clark Waterfall)

- *We review the results of the survey you took yesterday over lunch – your perspective on 2011 and your expectations looking forward through the end of 2012 – and discuss the implications for your search year ahead.*

What Do Our Clients Think? (9:00 AM – 10:00 AM) (facilitator: Kathy Freeman, The Kathy Freeman Company)

- *We'll be conducting qualitative interviews with 10-15 clients to find out what recruitment issues are top of mind today, their expectations for the future and what this means for our own businesses going forward.*

Workshop: PR and Branding in the Digital Age (10:00 AM – 12:00 PM) (Guest facilitator: Abbie Fink, Vice President/General Manager, HMA Public Relations)

- *How do you balance your individual brand with your firm brand – and are they (should they be) different? How do you build and execute compelling public relations strategies that position you and your firm as the expert on executive talent acquisition trends? Are you taking full advantage of digital media to get your story out to your target audiences? This workshop provides practical tips, customized to boutique search firms, that can help you create a public relations program that works for you. Our emphasis is on take-aways that you can implement effectively and immediately.*

Analysis of Wins and Losses: Let's Be Completely Honest! (12:00 PM - 12:45 PM) (facilitator: Gary Preston, Preston | Reffett, LLC)

- *We talk candidly about the past six months: Which searches have we won? Which have we lost? And most importantly, why?*

Dashboards for Search: The New Best Practices (12:45 PM – 2:00 PM: Working Lunch) (David Magy, Abeln, Magy, Underberg & Associates)

- *How have best practices changed over the past several years as search has coped with the lurching economy? What are you doing differently today – and is it helping set your practice apart? And how relevant are the metrics you're using to measure search success – do they still hold up in the new marketplace?*

Digging Deeper: Reading and Interpreting and Re-interpreting the Signs (2:00 PM – 2:45 PM) (facilitator: Clark Waterfall)

- *Do we too often judge a book by its cover? And are the signs all there – but we've chosen to ignore them? How do we determine what the client is really all about – culture, chemistry, business growth, true nature of the position, etc.? How deep should*

we probe on candidates (and new clients, too)? Are interviews and standard references/background checking enough? If not, what else should we do to ensure our stick rate, integrity and reputation – and make sure we aren't moving forward on a series of misassumptions?

Taking on a Busted Search (2:45 PM – 3:30 PM) (facilitator: David Kinkead)

- *It's happening more and more: We are being asked to take on searches that companies have been trying to fill – either on their own or with another firm – for months. How should your contract reflect the difficulties you know you'll face? Does it give you leeway to walk away? How do you overcome the misconceptions that have been planted in the marketplace? How do you woo back good candidates who have already turned the position down? And when do you admit the search is simply too busted to fix?*

Take-Away Lightning Round & Wrap-up (3:30 PM – 4:15 PM) (facilitators: David Kinkead/Clark Waterfall)

- *We go around the room to find out the key take-aways each participant has gleaned from the conference – and topics they'd like to see us cover in the future.*

Speakers Bios

Abbie Fink, Vice President/General Manager, HMA Public Relations. Abbie Fink has been with HMA Public Relations since 1993. The firm is a full-service marketing communications agency with more than 30 years of reliable, effective follow-through and successful communications results, working on projects for private sector, governmental agencies and not-for-profit organizations since 1980.

Her varied marketing communications background includes skills in media relations, digital communications/social media strategies, special event management, community relations, issues management and marketing promotions for both the private and public sectors. She serves as HMA's primary media and digital communications trainer and is often called on to present to a wide variety of business and civic organizations on these topics.

Before joining HMA Public Relations, she owned and operated an independent marketing communications and event management firm and for five seasons served as the assistant director of public relations for the Fiesta Bowl, where she was responsible for public relations and promotions for the bowl's 60-event festival. She was also an account executive with Evans/ Artigue Public Relations.

She has both a master's degree in mass communications and a bachelor of arts degree in journalism/public relations from the Walter Cronkite School of Journalism and Telecommunication at Arizona State University. She is an adjunct faculty member at Arizona State University, teaching classes for both the Lodestar Center for Philanthropy and Nonprofit Innovation and the School of Community Resources and Development and previously with the Center for the Advancement of Small Business.

Andy Shapiro is a Principal and Founder of The Cluen Corporation. He is recognized as a leading-edge expert on practical applications of new technologies in talent acquisition. He has co-managed numerous successful technology initiatives, including the Cluen co-venture, virtual college career center StudentCenter.com (acquired by iVillage, Inc. in the late 90's), and development projects for organizations such as Monster.com, Giorgio Armani Corporation, and Citicorp. Recently, he has worked closely with Cluen's network operations team to support the deployment of the CluenCloud infrastructure.

He founded Cluen in 1990 to develop global recruiting solutions for executive search firms and multinational corporations. In addition to being the industry standard for C-suite search firms, Cluen's technology is used by some of the world's largest corporations to gain a competitive edge in the global war for talent, including work for the Executive Office of the President.

He has acted in directorship and advisory roles for a number of technology and financial services ventures, leveraging his strength in real-world technology execution and financial analysis. He speaks regularly at forums of executive search consultants around the world.

He graduated with a BS in Economics from Cornell University.