



## Agenda

**Intercontinental Hotel ~ Saint Paul, MN**

**April 4 – 6 ,2023**

### **Tuesday, April 4, 2023**

**8:00 AM Registration and Continental Breakfast**

**8:30 AM Labor Pains ~ Matt Robinson, Klas Robinson QED**

In the past ten years the work force has changed dramatically. What does that mean for your organization and how you go about recruiting, retaining and respecting your employee? We will look at the outside influences on the workforce and what that means going forward. Matt Robinson with Klas Robinson will present their studies on the labor pool and when will it stabilize.

10:15 AM Break

**10:30 AM Reimagining the Recruitment Process**

There is a shortage of workers everywhere so how do you recruit good employees? Learn new avenues and ways to shine out as a good employer.

Noon Lunch (provided)

**1:00 PM Using Social Media as a Recruitment tool ~ Justin Shank, Shank Marketing**

Personal networks have always been essential to recruiting, and today's technologies have made it easier than ever to build strong meaningful connections. Social Media tools allow recruiters to focus with laser like precision on the exact type of candidates they are seeking. Whatever recruiting strategy a company adopts, social media can play a key role in helping HR to get and stay connected to the right people. Hear some techniques to use for the recruitment process.

2:15 PM Break

**2:30 PM Group Work Session with Social Media and Promotions**

All attendees will work on a Social Media recruitment plan as well as how to use promotions to attract employees. Each attendee will work in a group to come up with their recruitment and promotion strategy. Afterwards each group will present their ideas to the body for everybody to share and generate some new ideas.

5:30 PM Network Reception

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## **Wednesday, April 5, 2023**

### **9:00 AM Job Descriptions: Writing to adjust to flexible Work Force ~**

A good job description provides a solid base for organizational structure and workflow processes, succession planning, job benchmarking plus salary and grade levels. But how do we do that in this changing environment. We will focus on making sure your job descriptions lead to career advancement.

### **10:15 Am Break**

### **10:30 AM Policies and Procedures for a flexible workforce**

Since 2019 a lot has changed in the work environment this session will focus on how your policies and procedures need to be updated and revised for more flexibility among your employees.

### **Noon Lunch (provided)**

### **1:00 PM HR Café on how to have a flexible Workforce**

Roundtable Discussion on what is a flexible workforce. How do you operate with a flexible workforce?

### **2:15 Break**

### **2:30 PM Group Breakouts on Job Description, Policies and Workforce**

This afternoon we will break into groups to work on job descriptions or new policies that you can take back to your organization.

### **4:00 PM Share of Ideas**

Again, each group will present their plans, ideas, and policies for all participants to see.

## **Thursday, April 6, 2023**

### **9:00 AM Embracing Change and Equipping Future Leaders with Tools ~ Paula Allen, 7 Cedars Resort**

In the past three years we have had to embrace a lot of change in our work environment. This session will discuss how to embrace change while also putting tools together to help employees move into leadership position or into other jobs.

### **Noon Conference Ends ~ We hope to see you in May for Part 2!!**

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