

# SHAPING THE FUTURE HR CONNECT 2024

Sept 26, 2024

MGM Grand  
Springfield, MA

## EVENT AGENDA

**8:00 am – 9:00 am**

Registration, continental breakfast,  
meet our exhibitors

**9:00 am – 9:30 am**

Setting the Stage: Allison Ebner and Kevin Matta

**9:30 am – 11:15 am**

Select Your Workshop  
(see page 2 for session details)

**1. Ben Eubanks**

**How to attract, convert, and hire the best  
candidates in today's recruiting environment**

**2. Adriana Vaccaro**

**Crafting a DEI Plan that works for your organization.**

**3. Kim Dunn and Pam Thornton**

**The Art of Problem Solving for HR Professionals**

**11:15 – 11:45**

Regroup in ballroom – discuss at tables what you  
learned in the workshop

**11:45 am – 1:00 pm**

Lunch, networking and exhibitor time

**1:00 pm – 2:15 pm Breakout sessions**

Need 4 plus 1 for CHRO  
(Ben is doing the CHRO session)

**2:15 pm – 2:30 pm**

Networking and Exhibitor time

**2:30 – 3:30**

**Jim Morgan, MRA presentation**

**From Boomers to Zoomers: Embracing the Power  
of Generational Diversity**

(see page 2 for session details)

**3:30 pm – 4:15 pm**

Table top debrief – prizes – closing

**4:15 – 4:30 pm**

BALLROOM Prize Time –

Closing Remarks – Allison Ebner, President EANE

Networking event





### 1. Ben Eubanks

#### How to attract, convert, and hire the best candidates in today's recruiting environment

In the last few years, recruiting has gone from what felt like a difficult but achievable task to an Olympic-level test of patience and creativity. But some companies have cracked the code on what it takes to stand out in today's hiring market. During this working session, we will uncover insights from research of more than 1,000 employers, diving into critical topics like candidate ghosting, the role of technology, automation and the human touch, determining candidate quality pre-hire, and so much more.

Expect to leave this session with practical ideas on how to deliver a valuable candidate experience, attract candidates without breaking the budget, and create more predictable hiring outcomes in an unpredictable world.



### 2. Adriana Vaccaro

#### Crafting a DEI Plan that works for your organization.

Empower participants with a tailored DEI framework and practical tools for organizational transformation.

Highlights:

- Distinguish between systemic change and localized efforts for comprehensive DEI.
- Gain access to tools for assessing culture and setting measurable goals.
- Customize your DEI plan to align with your organization's mission and challenges.
- Collaborate in group exercises for brainstorming and problem-solving.

Join us for an inspiring and practical workshop that goes beyond theory, equipping you with the tools and insights needed to embark on a meaningful journey towards a more inclusive and equitable workplace.



### 3. Kim Dunn and Pam Thornton

#### The Art of Problem Solving for HR Professionals

Learn the Art of Problem solving when you are up to your Elbows in Alligators with Employee Relations Issues.

Workshop Highlights:

- Learn a simple approach to Problem Solving that incorporates a variety of perspective and solutions into the process.
- Participate in a hands-on experience where you will put your new problem-solving skills to the test.
- Walk away with the tools and skills to go back to your busy office and tackle even the most challenging issues.
- Share the simple process with others and help eliminate problems before they get to HR!

Join your fellow HR Professionals in learning the valuable skill of making the complicated simple and coming up with solutions that consider the multi-faceted world of HR that includes facts and feelings!



### Jim Morgan, MRA presentation

#### From Boomers to Zoomers: Embracing the Power of Generational Diversity

For the first time in history, there are five different generations in the workplace creating unique challenges for employers on several fronts. Each generation has different preferences related to communication, teamwork, leadership style, technology, motivators, job loyalty, desired benefits, work-life balance, etc. How employers navigate generational diversity to enhance the workplace, motivate productive behaviors, and achieve positive results will drive company success. In this session, we will talk about why the differences exist, why the differences are a good thing, and what it means in terms of professional development, organizational flexibility, communication styles, and managing expectations.