

**Recruit & Retain Great A/E/C Talent: The Business Development Approach**  
**Approximate Schedule of Events**

<b>8:00-8:20 Registration and continental breakfast</b>		
8:20-8:40	<b>Welcome/ Introductions</b>	
8:30-9:45	<b>Welcome to the circus----a case study</b>	
	<i>What is the talent problem and why it will remain a major issue in the A/E/C industry. Making talent a management priority. Generational differences Alternatives: (Be prepared to spend money and time)</i>	
9:45	<b>Retention</b>	
	<i>What do employees want? Types of employees/clients.</i>	
<b>10:15-10:30 Break</b>		
10:30-12:00	<b>Retention (continued)</b>	<i>Stop demotivating/ Start motivating</i>
	<i>Why employees/customers quit.</i>	<i>Generational retention</i>
	<i>Why employees/clients stay</i>	<i>Development---getting more from what you have.</i>
<b>12:00-12:45 Lunch</b>		
12:45-2:15	<b>Recruitment</b>	<i>Client and employee referral systems</i>
	<i>A model for winning clients and employees</i>	<i>Proactive recruiting...the best candidates already have jobs</i>
	<i>Branding: making it easier for clients and candidates to connect with you. Branding all the time.</i>	<i>(The best clients already have service providers)</i>
<b>2:15-2:30 Break</b>		
2:30-3:45	<b>Recruitment (continued)</b>	<i>Better intelligence: measure everything</i>
	<i>Database support for client relationship management systems and employees</i>	<i>Legal methods to pre-screen before expensive face-to-face interviews</i>
		<i>The interview-project/candidate</i>
3:45-4:30	<b>Recommendations and wrap up</b>	