

## “Web 2.0”

**Date:** May 9, 2008  
**Location:** Wingate Hotel and Conference Center  
1209 N. IH35, Round Rock, TX  
**Driving Directions:** Take Interstate Highway 35 north to Round Rock. Take Exit 253.  
The hotel is on the right, just after the crossover of Highway 79.  
**Time:** Registration starts at 11:15 a.m. Meeting from 11:30 – 1:00  
**Cost:** \$20 for members; \$25 for non-members  
**Link to registration:** <https://www.123signup.com/register?id=tmtyg>

This objective of this presentation is to provide the audience with a clear understanding of Web 2.0 and how it relates to them as HR and recruiting professionals. Web 2.0 recruiting technologies provide vehicles to strengthen an employment brand and assist with relationship building to help companies build their talent pipeline. By incorporating Web 2.0 technologies into your recruitment process, companies are able to reach more candidates, engage them in the process and improve candidate communication resulting in a better informed candidate pool. Attendees will learn what these technologies are; why it is important to incorporate them into the recruiting process; and how to incorporate them.

### Key Objectives of the presentation:

- Define Web 2.0 technology
- The landscape of recruitment advertising and Web 2.0 – who is using what
- Web 2.0's impact on recruitment advertising and how can it help your organization
- Incorporating Web 2.0 in your recruitment process to build your talent pipeline

### ***Buffy Peschka, Community Relations Manager, Jobing.com, Dallas***



Prior to joining Jobing.com, Buffy was the Business Development and Exhibits Director for Dallas Human Resource Management Association, a local chapter of SHRM, where she concentrated on the overall management and execution of HR Southwest, the official State of Texas SHRM Conference and Exposition. She has also served as an instructor for the undergraduate communication course at Brookhaven Community College and the University of North Texas. In her current role with Jobing.com, Buffy works with many facets of the local workforce to connect and educate job seekers and employers. To achieve this goal, she develops partnerships with professional associations, educational institutions, and civic organizations; utilizes technology through videos and blogs; and does endless hours of face-to-face relationship building and networking. Whether it is working with job seekers to provide information to help them reach their career goal or with employers to connect them with the best resources for their recruitment needs, she has a passion for educating and connecting people. Buffy is involved with many community organizations as a member and volunteer including: Society for Human Resource Management; Dallas HR member and serves on the Workforce Readiness Committee; Dallas/Fort Worth Staffing Management Association member and serves on the Diversity Committee; Metroplex Association of Personnel Consultants Board Member; and Fashion Group International CareerDay 2008 Board Member. She holds a Bachelor's degree from the University of Kansas in Communication Studies and a Master's degree from University of North Texas in Interpersonal Communication. She is also a Master Graduate of Rapport Leadership International.



**Plan Ahead!**  
**June 13<sup>th</sup>**  
***Rewards, Recognition and Retention-A winning combination***  
***At Dell Diamond-Special time, special program, special activities***  
**2:30-4:30**