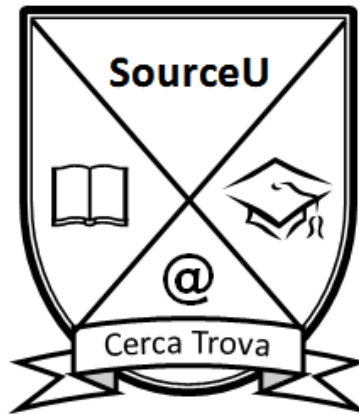_____

Instant Relief for Your Sourcing Migraine!

Announcing SourceU, Shally Steckerl's Intensive Two-Day Recruitment and Sourcing Curriculum at the Georgia Institute of Technology

Relief has arrived! On September 10th and 11th, Recruitment professionals of all types and levels from corporate through executive will have the opportunity to painlessly master Sourcing by participating in an authoritative course taught by Shally Steckerl, the world's most recognized expert in the discipline.

Sourcing has always been a key component of Recruitment yet for many it remains a mystery shrouded in hype, full of closely guarded secrets, making it painful or impractical to learn. Confusion regarding its definition and outrageous claims about its efficiency discourage productive Recruiters from finding the truth. Time's up, **you can no longer afford to wait.**

Who should attend?

Anyone involved with identifying, attracting, and engaging talent for employment opportunities should attend. Rookies will learn the best way to find, attract and engage with talent in today's electronic chaos. Those in senior positions can challenge what they know and expand on their knowledge, covering topics they didn't even know existed like the truth about how search

engines really work, why they do the funky things they do, and how to apply SEO to recruitment advertising.

What will be covered?

Shally will be covering everything needed to be a successful recruiter including:

- Embedding Sourcing in the Recruitment Function
- Managing The Sourcing Desk: A Roadmap for Sourcing Success
- Working with clients, and dominating the Requisition Intake Meeting
- Accurate keyword selection and validation, preparing for the search
- Understanding how search engines really work
- Global search engine syntax, commands, operators and Boolean Logic
- Specialized search engine commands for Google, Bing, Blekko, and many others
- Advanced LinkedIn searching and networking, reaching outside your 3rd degree
- Persuasive Communication Styles (NLP)
- Passive candidate outreach via effective email and cold calling techniques
- Turning difficult hiring managers into raving fans
- Designing compelling job postings and advertisements
- Recruitment marketing Search Engine Optimization (SEO)
- Natural language and peer regression search techniques

All these topics will be supported throughout both days with plenty of facilitated and supervised hands-on lab activities.

When is it?

The first two-day course will be taught on September 10th and 11th. It will be repeated once per quarter throughout 2013, locations and dates to be announced.

Where is it?

Georgia Tech Hotel and Conference Center (Georgia Tech)
800 Spring Street NW
Atlanta, GA 30308

Key Takeaways

Among the many benefits of attending SourceU, students will increase their lead to prospect conversion rate, improve their persuasiveness via all modes of modern and traditional communication, master the skills of gathering and validating search terms and keywords to maximize their search efforts, and develop the skills to be able to rebuild relationships with hiring authorities discouraged by prior failures. Students of SourceU will come away from the experience with a new breadth and depth of knowledge and a renewed sense of purpose and enthusiasm for aligning talent with employment opportunities.

To enroll, please visit http://www.thesourcinginstitute.com/node/13#.T99M9vFU1e5

Also Announcing SourceU, Satellite Class Pre Sourcecon

When is it?

2-5pm on Wed, Sept 19th

Where is it?

Courtyard Dallas Plano in Legacy Park
6840 North Dallas Parkway
Plano, TX 75024

Key Takeaways

Title: Sourcing with requisition based keywords is a waste of time!

Recruiters don't need to be Boolean Geniuses to apply these two simple language pattern techniques to any job order and breathe life back into their ATS, Job Board and LinkedIn accounts. Plus, by teaming up through social search engines, you will get more accurate results than you ever believed possible from data that has been hiding right under your nose.

Cost:

 $395 for the Pre-SourceCon workshop or $695 for the Pre-SourceCon workshop and a Sourcing Institute membership ($799 vale for only $300 more!).

To enroll, please visit: http://www.thesourcinginstitute.com/event/sourcecon-sourceu-workshop-dallas-sept-2012#.T_YcvXBU1e5

The Sourcing Institute

The Sourcing Institute is dedicated to delivering world-class education, training, and certification to HR Practitioners through a first-rate online Learning Management System. TSI is based out of Atlanta, Georgia.

For more information, please visit http://thesourcinginstitute.com/
Follow @sourcinginst on Twitter https://twitter.com/sourcinginst
Connect on Facebook at http://www.facebook.com/sourcinginst

Join 10,000+ of the most informed, knowledgeable and influential recruiters on the planet at The Sourcing Institute LinkedIn Group: http://www.linkedin.com/groups?gid=742.

Shally Steckerl, *Co-Founder and President of The Sourcing Institute*

Shally Steckerl has helped build sourcing organizations for top employers worldwide, including: Microsoft, Google, Coca-Cola, Cisco, and Motorola. Today, he advises recruiting leaders on how to successfully embed key sourcing initiatives to their current efforts, improve the performance of their existing source teams, and establish sourcing functions from the ground up. He has combined all of his world-class sourcing knowledge together in one place delivered to students through guides that can be downloaded and workshops that can be attended at their convenience over the Internet.

Follow Shally Steckerl on Twitter at http://twitter.com/shally
Connect with Shally Steckerl on LinkedIn at http://www.linkedin.com/in/shally
Visit Shally Steckerl's Facebook page at http://www.facebook.com/shally.steckerl
View Shally Steckerl's full list of Social Networks at http://www.infostripe.com/shally

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