

TRC2022

AGENDA

Leadership
Recruitment
Culture
Technology

MATCHR

Remote embedded
talent teams

**03
11
22**

GENERAL INFORMATION

We are excited to meet you at TRC2022 Amsterdam!

We aim to bring a remarkable experience for all the participants. This handbook is created to help you navigate the event.

LOCATION

The conference is held at nhow Amsterdam
RAI Hotel: Europaboulevard 2b, 1078 RV
Amsterdam, Netherlands.

The conference rooms are on the 23rd floor.
Follow the signs to find us :)

The conference is hosted in 2 halls:

- The Ballroom (170 seats)
- The Penthouse (80 seats).

As the Penthouse has limited seating we work on a first come, first serve basis.

ACCESS TO THE CONFERENCE

In-Person access: Make sure you have tickets with QR-codes on your phone. Please have your QR ready to make check in faster.

Online access: The day before the event, you will be provided with the link to TRC app.

AT THE EVENT

WARDROBE

You can leave your coat and belongings in the guarded hotel's wardrobe.

COFFEE BREAKS

We welcome you to the coffee breaks between the presentations.

Location: Outside of the conference halls.
Time: According to the agenda.

LUNCH

We welcome all participants to have a delicious lunch overlooking the city of Amsterdam.

Time: 12:40-13:40
Location: 17th floor.

ONLINE ATTENDANCE

Online participants have access to all the keynotes on both tracks.

You can ask questions through the app and participate in polls. We will pick the questions with the most upvotes and ask them to speakers.

AFTER THE EVENT

BORREL AND DRINKS

After an intense day, we invite you to have some drinks, snacks, and network in a relaxed and friendly atmosphere.

Time: 18:00-19:00

Location: 17th floor.

VIDEOS

All the keynote presentations will be recorded.

We'll send you links to the videos as soon as they are ready (1-2 weeks after the event).

AGENDA

8:30 - 9:00 - CHECK IN

9:00 - 9:20 - WALK IN

THE BALLROOM

9:20 - 9:30 - WELCOME BY ADRIAAN KOLFF

9:30 - 10:10 - [CULTURE] THE SCIENCE & ART OF ATTRACTING TECH TALENT

SPEAKER: Dave 'Google' Hazlehurst, CXO & Partner of Ph.Creative

Data tells us what, and humans tell us why. But what insights can help you decode, attract and engage tech talent? I'll walk through strategies and tactics that will help you shape integrated experiences that will make you famous!

Key takeaways:

- Insights and what we have learned about tech talent that has helped global brands attract and retain tech talent.
- The power of community and how to add value to your audience and engage passive talent - helping you make friends before you need them.
- Moving from storytelling to story building in your communications.
- How to develop connected talent experiences that have led to award-winning tech attraction and engagement campaigns.

10:10 - 10:50 - [CULTURE] HOW TO KEEP STRONG COMPANY CULTURE WHEN SCALING FROM 0 TO 1000 IN ONE YEAR AND RAISING OVER 500M

SPEAKER: Job van der Voort, CEO and Founder of Remote

This is how we scaled from nearly zero to 1000 employees in about 18 months, without a single office.

Key takeaways:

- How to build a strong foundation in culture
- Communicating asynchronously at scale
- What to focus on

AGENDA

10:50 - 11:10 - COFFEE BREAK

THE BALLROOM

11:10 - 11:50 - [LEADERSHIP]
**EXECUTIVE LEVEL HIRING:
BUILDING A SCALABLE
BUSINESS WITH THE
INFLUENCE MUSCLE**

SPEAKER: Roopesh Panchasra,
Global Head of Executive Talent
Acquisition at Uber

Key takeaways:

- How to move from a transactional approach to building a scalable business with the influence muscle
- The Executive Recruiting Brand
- How to challenge the status quo on defining 'best fit'

THE PENTHOUSE

11:10 - 11:50 - [TECHNOLOGY]
**A PEEK AT THE RECRUITMENT
WORLD OF TOMORROW: THE
NEXT GENERATION OF JOB
BOARDS**

SPEAKER: Lucas Martinez, co-
founder & co-CEO of Talent.com

The job board industry is digitalizing and merging with the recruitment industry. Whereas job boards initially focused on matching people with jobs, they are now moving towards a more comprehensive approach and owning the whole hiring process from job search to payroll. The co-founder and co-CEO of Talent.com, Lucas Martinez, will showcase how modern job boards will differentiate from traditional staffing agencies to reinvent the experience for candidates and employers.

Key takeaways:

- Insights on the future of the hiring industry and the role job boards can play
- How modern job boards help companies in their hiring and retention strategies
- How further digitalization of recruitment simplifies the hiring process for candidates and employers

AGENDA

THE BALLROOM

12:00 - 12:40 - [LEADERSHIP] MAXIMIZING YOUR PRODUCTIVITY AS A RECRUITER AND LEADER

SPEAKER: Adriaan Kolff, CEO and co-founder of Matchr

In the last 7 years as a serial entrepreneur, Adriaan has developed a very effective but simple system to maximize his productivity and reach his goals.

This system enabled him to complete multiple endurance races, raise EUR 30,000 in 5 weeks for the refugees in Lesbos, to speak at the largest Sourcing Conference in the world without any sourcing experience and to grow Matchr without any recruitment background to over 35 employees in a completely foreign country...

Stay tuned for a highly energetic keynote!

Key takeaways:

- An easy-to-implement framework to maximize your productivity
- Inspiration how to achieve your business and personal goals
- Your first step towards accountability.

THE PENTHOUSE

12:00 - 12:40 - [RECRUITMENT] THE RISE OF 'MIDDLE EARTH' – WHY YOU SHOULD BE HIRING IN GMT+2

SPEAKER: Stephen van der Heijden, VP of Community at OfferZen

Hiring devs is still highly competitive and challenging. You need to find ways to increase your available talent pool. To source high-quality talent, within budget, fast, you need to access new markets.

Key takeaways:

- There's a massive pool of developer talent across the GMT+2 time zone, it's home to roughly five million developers
- The search for top tech talent has gone global, and the world's biggest tech companies know that there are good developers in Middle Earth
- Developers in the GMT+2 zone can work in real-time with team members in Europe and also overlap with parts of Asia and the Americas.
- This enables close cooperation, and easy relocation should they need to work onsite.
- Why you have to also look beyond your country's borders to scale your tech teams
- Which countries you should be looking at
- The benefits of hiring African talent

AGENDA

12:40 - 13:40 - DELICIOUS LUNCH (17TH FLOOR)

THE BALLROOM

**13:40 - 14:20 - [RECRUITMENT]
HOW GROWTH HACKING
HELPED ZUP GROWN BY 6
TIMES AND BECOME THE 3RD
BIGGEST TECH RECRUITER IN
LATIN AMERICA**

SPEAKER: Caio Jardim, Talent Management Director at Zup

Key takeaways:

- Growth Hacking Mindset, Methodology, and Management systems applied to Talent Acquisition.
- How we designed a multidisciplinary team structure for a Talent Hacking team.
- Hypothesis testing framework and real-life examples applied to talent acquisition.
- The impact of remote hiring on our Growth potential.
- Metrics, KPIs, Goals, and bonuses applied to our Growth strategy.

THE PENTHOUSE

**13:40 - 14:20 - [LEADERSHIP]
INFLUENCING BUSINESS
LEADERS TO BUILD DIVERSE
AND INCLUSIVE TEAMS**

SPEAKER: Oana Iordachescu, Associate Director - TA at Wayfair

Oana is currently building global teams and nurturing inclusive workforces in Berlin for one of the largest ecommerce companies in the world Wayfair, as an Associate Director TA - Europe&Asia,

AGENDA

THE BALLROOM

**14:30 - 15:10 - [LEADERSHIP]
'EXPLORE' VS 'ASSESS' TO
ENSURE HIRES COME, STAY
AND THRIVE**

SPEAKER: Lee Andrews, Talent Executive | ex-IBM, ex-Mambu

Social transparency and digitalisation are making it easier for recruiters and companies to assess for the skills required to perform a role, but in the era of 'The Great Resignation/Revaluation/Reshuffle' it's even more important we focus our selection processes on exploring which candidates can thrive in the specific conditions and missions our companies offer.

THE PENTHOUSE

**14:30 - 15:10 - [RECRUITMENT]
THE RISE OF THE
RECRUITMENT OPERATIONS**

SPEAKER: Willem Wijnans, Leading EMEA Go-To-Market at Ashby

Top companies are now running their recruiting operations with the same level of sophistication as their sales and marketing operations teams – and those that are failing to adopt a systematized and data driven approach are being left behind. It is undeniable that we are entering the age of recruiting operations – and with this, there is an increasing need for software that is built around data backed principles and opinionated but flexible modular design.

Key takeaways:

- Learn from top companies that are doing this today
- What Recruiting Ops means and how does it create a competitive advantage for teams
- Some quick wins of setting up a RecOps function.

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THE BALLROOM

**15:20 - 16:00 - [RECRUITMENT]
FROM EVP TO CONNECTED
EMPLOYEE EXPERIENCE: OUR
TALENT BRAND STORY**

SPEAKERS:

Kristin Joy Shulman, Global Head of Talent Marketing at Booking.com.
Alex Brown, Global Talent Marketing Manager at Booking.com.

In this session, we will discuss the importance of setting a strong foundation of your Employer Value Proposition and how that translates through the candidate journey and talent experience.

16:00 - 16:20 - COFFEE BREAK

THE PENTHOUSE

**15:20 - 16:00 - [RECRUITMENT]
BUILD AN EFFECTIVE AND
SUSTAINABLE ORGANISATION
FOR SCALE – UP OR DOWN**

SPEAKER: Lindsay Ross, CHRO at Bitpanda

Whether you're facing hypergrowth or a market downturn, a Bear market or a Bull run – it's all about building a high-performing, culture-right, and scalable organisation and People team structure that's future-proof.

Key takeaways:

- Building alignment by understanding market realities, industry trends and business strategy.
- Ingredients of a high-performance organisation and how to keep the bar high, regardless of internal or external fluctuations.
- Creating a resilient, future-proof structure that easily navigates Bears and Bulls.

AGENDA

THE BALLROOM

16:20 - 17:20 - [PANEL] STRATEGIC RECRUITMENT: EVEN MORE RELEVANT DURING A DOWNTURN

PARTICIPANTS:

- Anna Brandt, Global Talent Leader and Co-Founder of Invested
- Liza Dahlke, Co-founder and CRO of Localyze
- Tamar van Herk, Head of Talent Acquisition at Mollie

17:20 - 18:00 - [TECHNOLOGY] SCALING TECHNOLOGY AT PACE

SPEAKER: Chelsea Budaca-Bain, Head of EMEA University & Military Veteran Recruitment at Amazon.

Amazon Hire Ahead Recruitment has grown from two hires in 2016 to over 5,000 in 2021 – building out systems and processes in tandem. Join us as we take you through the journey, lessons learned and ongoing opportunities for scaling technology to meet exponential hiring, with the added complexity of candidate market seasonality.

Key takeaways:

- Journey across systems:
 - Progression from a spreadsheet through iCIMS/Salesforce/Beamery and Amazon bespoke system
 - Partnership introductions for language assessment, video interviewing and skills-based assessments
- Lesson Learned 1: Functionality over features
- Lesson Learned 2: Human vs. Machine
- What's next?
 - Centralisation to Amazon built systems
 - Tuning to the generational preference of applications
 - Creating access to all talent pools

18:05 - 19:00 - [NETWORKING] BORREL AND DRINKS



VENUE

CONFERENCE

nhow Amsterdam RAI

Europaboulevard 2b, 1078 RV Amsterdam,
Netherlands

[Location on Google maps](#)

GOLDEN SPONSORS:



OfferZen is the job marketplace that gives tech companies the competitive advantage they need to quickly hire world-class developers. On OfferZen, teams gain access to curated, interview-ready developers across multiple roles and regions, that are smartly matched to their open positions.



Talent.com is a leading job search and recruitment platform, available in 78 countries. No matter your budget, technological know-how, or volume of jobs, our experts help you craft the right digital recruitment campaigns for your hiring needs, track performance and maximize your ROI.

SILVER SPONSOR:



Localyze's vision is to break down barriers for international talent. Our software supports companies with challenges related to the global mobility of employees. We can support every global mobility challenge, from relocating new hires to visa changes, postings, and transfers between offices.

SPONSORS:



ORGANISERS:

Matchr provides remote embedded talent teams for scale-ups and large enterprises.

As a fully remote company, we are able to hire the best talent globally. That's why companies value us at all stages of their development, from early-stage startups to scale-ups and global enterprises.

MATCHR

Whether we need to build a scalable recruitment process from scratch, deliver on an ambitious hiring plan, or source top talent globally, our goal is to help our partners achieve stellar growth.

We are proud to work with companies like Bolt, Miro, Fairmoney, Grammarly, and TikTok.

Pantala helps companies hire remote developers in South Africa on a success fee. Hire the talent you can't find at home and only pay if you are 100% satisfied.



Pantala

Pantala is proud to work for companies like Zapata, True Circle, and Hazelcast.

**DO YOU HAVE ANY
QUESTIONS?**

**PLEASE GET IN TOUCH
WITH US:**

TRC2022@MATCHR.IO

