



Note: the agenda is evolving and may be modified as more speakers and partners are confirmed.

| MONDAY | | | | | | |
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| TIME | TITLE | DESCRIPTION | TAKEAWAYS | TYPE | SPEAKERS | APPROPRIATE FOR |
| 11:00am - 7:00pm | REGISTRATION | | | | | |
| 5:30pm - 6:30pm | Cocktail Reception | | | | | Owner/leader, AE, PC, IR, Ops, Mkg, Other |
| 7:00pm - TBD | Denim & Diamonds Awards Celebration - OPEN TO ALL UNITED ATTENDEES | | | | | Owner/leader, AE, PC, IR, Ops, Mkg, Other |

| TUESDAY | | | | | | |
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| TIME | TITLE | DESCRIPTION | TAKEAWAYS | TYPE | SPEAKERS | APPROPRIATE FOR |
| 7:00am - 8:00am | BREAKFAST | | | | | |
| 8:00am - 8:15am | Welcome | Welcome to United 2022 with Bert Miller | | LEARN | Bert Miller, President & CEO at MRINetwork | Owner/leader, AE, PC, IR, Ops, Mkg, Other |
| 8:15am - 9:30am | Keynote | World-renowned for his work with elite champions such as Michael Jordan, Kobe Bryant, and Dwyane Wade, Grover is the preeminent authority on mental dominance. In his inspiring keynote, Grover will deliver the keys to relentless drive, result-driven performance, and mental toughness. | | LEARN | Tim Grover, CEO of ATTACK Athletics, Inc., Best-Selling Author, & Trainer to the Greats | Owner/leader, AE, PC, IR, Ops, Mkg, Other |
| 9:30am - 10:00am | MARKETPLACE BREAK | Swing by our Marketplace and grab a light bite or beverage as you uncover new tools and solutions for your business. Our valued partners will be on hand to introduce themselves, share information with you, and answer your questions. | | | | |

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|-------------------|--|---|---|--------|--|---|
| 10:00am - 11:00am | Building a Desk and/or Business that Happens to be in Search | Hiring, search operations, media and marketing, business intelligence, and training should all be integrated into how you manage your search firm, as well as your desk. This session will address how each of these components can be synergized to build a business and/or desk that happens to be in search. | <ul style="list-style-type: none"> • Gain a holistic perspective of the components of a healthy search firm and/or desk • Assess your firm or desk across these components • Identify areas in which you want to invest, enhance, and maximize | LEARN | Joe Mullings, Chief Vision Officer at MRINetwork | Owner/leader, AE, PC, IR, Ops, Mkg, Other |
| 11:00am - 12:00pm | Building a Search Operations Team | The quickest way to increase revenue is to ensure your AEs are focused on AE tasks. Being intentional about Search Operations can drive top and bottom line revenue. Learn about effective Search Ops structure, position descriptions, and tools for impact. | <ul style="list-style-type: none"> • Learn how to assess your firm's and/or your personal workflows • Understand how to optimize your firm's processes for increased efficiency and success • Find out how to support your team while balancing multiple components of deal management | LEARN | Joe Mullings, Chief Vision Officer at MRINetwork Cristina Leach, Vice President of People at The Mullings Group Nicole Ager, Vice President of Marketing at The Mullings Group Companies Holly Scott, Vice President & Senior Partner at The Mullings Group Matt Kaufman, Vice President and Partner at The Mullings Group Erika Gustavsson, Director of Search Operations at The Mullings Group | Owner/leader, Ops |
| | Effectively Engaging Generation Z | Gen Z is no longer comprised exclusively of students. In fact, the oldest members of Generation Z turn 25 this year. By 2030, 30 percent of the workforce will be comprised of Gen Z according to Fast Company. Starting with the class of 2018, tens of thousands of Gen Zers graduate college each year, are recruited and retained by employers, launch careers, and earn full-time salaries. | Gain the insights you need to effectively engage, recruit and retain Gen Z employees. | LEARN | Mark Beal, Marketer, Professor, Author, Keynote Speaker, Gen Z Expert at Mark Beal Media | Owner/leader, AE, PC, IR, Ops, Mkg, Other |
| | The Value of Social Media | The world is inundated with the influence of social media, and our industry is no exception. Some people build social media into their daily workflow, others don't. This session will delve into the scope, breadth, necessity, and value of using social media to develop business relationships and demonstrate market expertise. | <ul style="list-style-type: none"> • Consider if and/or how social media can impact your business and/or desk through both personal and professional branding • Be inspired to experiment with new and/or different approaches to your social strategy | ENGAGE | Krista Whiting, Vice President of Healthcare Recruitment at Parkwood International Darwin Shurig, Owner/President at Shurig Solutions, Inc. | Owner/leader, AE, PC, IR, Ops, Mkg, Other |
| 12:00pm - 12:20pm | MARKETPLACE BREAK | Swing by our Marketplace as you uncover new tools and solutions for your business. Our valued partners will be on hand to introduce themselves, share information with you, and answer your questions. | | | | |
| 12:20pm - 1:30pm | GENERAL LUNCH Compete for Today's Talent: Building Talent & Location Strategies with the Right Data | Experts agree the tight labor market is here to stay. So, how can recruiters use data to become talent advisors and help clients drive their talent strategy and differentiate themselves from the competition? Join Alex Chausovsky, Jay Denton, and Mallory Vachon in a conversation about interpreting different types of data to provide practical, actionable advice for organizations in a variety of industries and markets. | <ul style="list-style-type: none"> • Gain insights into the labor market to see what's driving current conditions • Review salary trends for the most in-demand roles and discover what's behind rising compensation • Learn how to analyze data to create effective hiring strategies • Find out how to differentiate from the competition in today's labor market | LEARN | Alex Chausovsky, Director of Analytics and Consulting at Miller Resource Group Jay Denton, Chief Labor Market Analyst at ThinkWhy Mallory Vachon, Senior Economist at ThinkWhy | Owner/leader, AE, PC, IR, Ops, Mkg, Other |

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| 1:30pm - 2:30pm | Business Development Strategies | Nearly everyone is curious about creative and strategic approaches to building new business. Explore a variety of ideas with your peers as we consider new mindsets and tactics for intentionally enhancing revenue generation. | <ul style="list-style-type: none"> • Gain new ideas and tactics for cultivating new business and driving revenue, including board involvement, tradeshow, speaking engagements and more • Examine different approaches and determine if new investments are right for your firm | ENGAGE | <p>Jason Breault, Managing Director at LifeWork Search</p> <p>Naseem Malik, Managing Partner at MRA Global Sourcing</p> <p>Gary Miller, President at Miller Resource Group</p> | Owner/leader, AE, Ops, Mkg |
| | Data-Driven Decision Making | Today's business leaders are relying more on data than intuition to support sound business decision-making. Learn the foundations of leveraging data for meaningful decisions and impactful results. | <ul style="list-style-type: none"> • Understand data and business intelligence beyond the surface • Learn how to use and maximize the data you currently have | LEARN | Paul Christian, VP of Technology at MRINetwork | Owner/leader, AE, Ops, Mkg |
| | Effective Research Approaches: Phone vs. Digital | Join us for a lively and thoughtful debate on the pros and cons of "old school" traditional researching methods such as a focus on the phone, direct calls into companies, and/or name gathering versus "new school" methods such as using technology, mass electronic or digital communications, and social media. Bring an open mind and be prepared to learn from all perspectives. | <ul style="list-style-type: none"> • Gain perspective that may be different from your own • Consider the benefits to be gained from each approach • Walk away with creative ideas or approaches to supplement your current research approach | ENGAGE | <p>Cliff Rusnak, Managing Partner at M-Works Search</p> <p>Michael Clegg, Managing Partner at The Q Works Group</p> <p>Greg Dubas, Managing Partner/Recruiter at Core Resource Group, LLC</p> <p>Nick Fassino, Managing Partner at The Fassino Group</p> | Owner/leader, AE, PC, IR, Ops, Mkg, Other |
| 2:30pm - 3:15pm | People 2.0: The Evolution of Work, Accelerated | Decades ago the idea and vision for a "FlexLife"—a lifestyle arrangement where people could have the freedom to work anywhere in the world, for anyone, at any time, while maintaining portable benefits—was born. Over the past 20 years, People2.0 has been paving the way within the industry to make this vision a reality. Now, join People2.0's president, Steve Schaus, as he shares insights about the future of work—accelerated by the pandemic—and how People2.0 is helping the talent ecosystem expand work arrangements and connection to workers through a single-entry point: a doorway enabling remote work around the world. | | LEARN | Steve Schaus, President at People2.0 | Owner/leader, AE, PC, IR, Ops, Mkg, Other |
| 3:15pm - 4:00pm | MARKETPLACE BREAK + Regional Meet-Up | Swing by our Marketplace and grab a light bite or beverage as you uncover new tools and solutions for your business. Our valued partners will be on hand to introduce themselves, share information with you, and answer your questions. Connect with your regional peers and talk shop, IORs, or anything else that's important. | | CONNECT | | Owner/leader, AE, PC, IR, Ops, Mkg, Other |
| 4:00pm - 5:00pm | Demystifying and Maximizing Search Operations | Search operations is a flexible function that can impact office production and individual efficiency. This session will dive into the day-to-day components of what Search Ops looks like in two different firms. If you work in a sales support function or want to learn more about it, this session is for you. | <ul style="list-style-type: none"> • Get answers to your questions about search operations • Learn about the unique ways search operations is applied in different firms • Think through your own opportunities to maximize and problems to solve with operations support | ENGAGE | <p>Cristina Leach, Vice President of People at The Mullings Group</p> <p>Bryce Purdy, Vice President Fulfillment Manager at Management Recruiters of Spokane</p> | Owner/leader, Ops, Mkg, Other |

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| | How Personal Branding & Marketing Systems Are Changing The Game For Recruiters | The traditional desk model is proven and works but it is not enough to survive in this rapidly changing market. It's time for recruiters to be looking at alternative methods to the traditional business development & sourcing strategies. | This session will show recruiters how personal branding & marketing systems can increase their revenue & lead to a more profitable business. | BUILD | Donnie Gupton, Founder & Creator of the Relevant Recruiter Method at Donnie Gupton | Owner/leader, AE, PC, IR, Ops, Mkg, Other |
| | Office Interviewing in the New World of Work | Remote. Onsite. Hybrid. The last few years have dramatically impacted the way we interview office team members. This engaging session will address some of the adaptations we can make to ensure we're uncovering the best in candidates for our own firms. | <ul style="list-style-type: none"> • Learn what's working with creative approaches to interviewing • Hear about lessons learned and what to avoid • Gain new ideas and insights to apply to your interview process | BUILD | Chris Heinz, Managing Partner at Westport One Ryan Gonyo, Head of Sales and Marketing at Mackenzie Ryan, LLC | Owner/leader, Ops, Other |
| 5:00pm - 6:00pm | HAPPY HOUR | Wrapping up Day 1 of United 2022 with new and existing friends and colleagues. Our Social Sprint takes your traditional happy hour up a few notches with wine, craft cocktails, appetizers, and open bar. Connect with your peers and build new relationships that will last long after you head home. We'll see you there! | | CONNECT | | |

WEDNESDAY (LEADERS)

| TIME | TITLE | DESCRIPTION | TAKEAWAYS | TYPE | SPEAKERS | APPROPRIATE FOR |
|------------------|--|--|---|---------|--|-----------------|
| 7:30am - 8:30am | BREAKFAST | Plated breakfast | | CONNECT | | |
| 8:40am - 9:45am | Leadership Open Mic | We'll start our leader-focused day with an open discussion about what matters most and the types of opportunities, challenges, and real-world situations you're facing in your firms. Different team and business sizes bring different priorities, so we'll align the conversations into Small Offices, Midsize Offices, and Large Offices. | <ul style="list-style-type: none"> • Connect with your peers on what leadership topics or issues are on your mind • Hear what's working (and what isn't) in other firms • Get inspired and refreshed by collective solution-building | ENGAGE | Bert Miller, President & CEO at MRINetwork | Owner/leader |
| 9:45am - 10:45am | Strategic Hiring and Onboarding | Hiring defines everything from performance, training resources, salary investment, retention, and potential for growth. Engage with your peers as we explore a variety of components that impact effective hiring for your firm. | <ul style="list-style-type: none"> • Connect with your peers on what leadership topics or issues are on your mind • Hear what's working (and what isn't) in other firms • Get inspired and refreshed by collective solution-building | BUILD | Joe Mullings, Chief Vision Officer at MRINetwork Michael Bitar, Partner & Managing Director at Protis Global | Owner/leader |

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| | How to Build a Strong Team by Leveraging Strengths | <p>This highly interactive session is all about how to play into your team's strengths, so they can thrive and bring their best to your firm. We will equip you with practical tools to make the most of the unique talents of your team members. You'll discover how leveraging their strengths can help you improve your firm's bottom line and reduce friction that stands in the way of healthy "teaming."</p> <p>Joanna will be referencing the CliftonStrengths assessment (previously known as StrengthsFinder). If you have completed the Clifton or Strengths assessment, we encourage you to have your results accessible during the session. If you have not taken the assessment, we encourage you to do so. Click here to take the \$20 assessment.</p> | <ul style="list-style-type: none"> • Understand the value that everyone adds to your company's overall success • Learn how to influence the best contributions through individual strengths • Create a more positive and focused culture on your team | BUILD | Joanna Wiesinger, Ph.D., CEO of Thrive with Strengths, is a Gallup Certified Strengths Coach. She assists executives, corporate leaders, and business owners to contribute, get results, and build positive cultures by developing talent in their teams. | Owner/leader |
| 10:45am - 11:15am | MARKETPLACE BREAK | Swing by our Marketplace as you uncover new tools and solutions for your business. Our valued partners will be on hand to introduce themselves, share information with you, and answer your questions. | | CONNECT | | |
| 11:15am - 12:15pm | DIG MEETUP LUNCH - PRESENTED BY PCRECRUITER | Join peers in your same area of focus to connect and create relationships that will translate into new opportunities and split business. This meet-up lunch gives you an opportunity to forge thought partnerships with new friends in your discipline, industry, and geography. | | CONNECT | | Owner/leader |
| 12:15pm - 1:15pm | Building a Multi-Role Bench | Your firm's legacy and ability to scale is based in part on a strong bench - at every level within your firm. This panel of experienced bench-builders will share their best practices and lessons learned to help you assess your current bench across various roles, and plan for what matters most. | <ul style="list-style-type: none"> • Learn how to develop a multi- or single-role bench strategy • Gain an understanding of where your team is today, and what role(s) you need to strengthen to accomplish your goals and/or exit strategy | ENGAGE | <p>Todd Govig, CEO of Govig & Associates</p> <p>Hadley Gayles, President of Govig & Associates</p> <p>Sharon Hulce, President / CEO of Employment Resource Group</p> | Owner/leader |
| | Strategic DIG Development | DIG development is something we all need and want. This session will explore a variety of development options, including how to acquire an existing desk, develop a parallel/sub DIG, research new niches, evaluate our current opportunities, and stay current on DIG happenings. | <ul style="list-style-type: none"> • Learn how to strike a balance between depth and breadth in your DIG • Discover how to acquire an external desk • Find out how to segment complementary DIG revenue streams • Uncover value-added tools to lift your revenue and relationships | LEARN | <p>Joe Mullings, Chief Vision Officer at MRINetwork</p> <p>Alex Chausovsky, Director of Analytics & Consulting at Miller Resource Group</p> <p>Paul Christian, Vice President of Technology at MRINetwork</p> | Owner/leader |

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| 1:15pm – 1:45pm | <p>Solution Showcase Breakouts: ZoomInfo</p> <p>Dirty Data: How to Clean Your Candidate Database to Reach More Candidates</p> | <p>If you're like most recruiters, database maintenance isn't something that crosses your mind regularly. Yet, prioritizing candidate data cleanliness can give you a competitive edge. Think about it, if you can reach more qualified candidates than your competitors, you have a better chance of hiring better employees. For this reason, you really can't afford to ignore the state of your candidate database. In this session, you'll learn about data decay, how to conduct your own data maintenance, and key actions you can do to increase data hygiene from the leader in go-to-market software, data and intelligence.</p> | | CONNECT | Thomas Majoch, Sr. Director of Product at ZoomInfo | Owner/leader |
| | <p>Solution Showcase Breakouts: PCRRecruiter (Part 1)</p> <p>What's Trending in PCR?</p> | <p>Updates include Beta Pipeline, Quick Searching, Canned Automations, PCR Notifications, Feedback Improvements, Sequencing, PCR 10</p> | | CONNECT | Stacy Racutt, Training Manager at PCRRecruiter | Owner/leader |
| 1:45pm – 2:15pm | <p>Solution Showcase Breakouts: Recruiters Websites</p> <p>Putting social media to work for you.</p> | <p>A complete overview of the types of channels and platforms for both personal and corporate social media communications.</p> <p>Will include best practices for types of content, frequency, advertising (boosting VS campaigns) for major social platforms.</p> | | CONNECT | Steve Gibson, Sales Manager at Recruiters Websites | Owner/leader |
| | <p>Solution Showcase Breakouts: PCRRecruiter (Part 2)</p> <p>What's New at PCR and Q&A</p> | <p>Join us for 30 minutes to learn about updates on PCR and ask the expert questions!</p> | | CONNECT | Stacy Racutt, Training Manager at PCRRecruiter | Owner/leader |
| 2:15pm – 2:45pm | <p>Solution Showcase Breakouts: McQuaig</p> <p>Strategies to Make Stronger and Stickier Placements and Reduce Fallout by up to 75%</p> | <p>Finding great talent is hard. So is matching the right talent with the right role and organization. Is your placement strategy optimized to accurately predict the success of your candidates on the job performance? Are you confident that your assessment strategy is free from bias? This session will explore The importance of establishing stakeholder alignment before a search begins. We will cover why it is so critical to make sure all candidates are evaluated through the same "lens" in order to reduce bias and support DE&I while maintaining a great candidate experience. The session will deliver tips to support your clients in conducting more successful interviews and some innovative an unconventional strategies to monitor your placements that will deliver added value to your clients and to your placed candidates!</p> | | CONNECT | Venessa Vasilakeris, Director of Training and Customer Success at McQuaig | Owner/leader |

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| | <p>Solution Showcase Breakouts: Shootsta (Part 1)</p> <p><i>Video across the recruitment journey - What a video strategy should look like</i></p> | <p>Video is one of the most powerful tools in business today and done properly it can increase your engagement by over 800%. Join Chad Lakin, VP at Shootsta, as he walks you through the why and how of video for recruiters.</p> | <ul style="list-style-type: none"> • Learn why video is so effective • Consider the challenges recruiters are facing today, and how video can help • Learn how to build a strategy around video that truly moves the needle • Learn when to use video • Hear real-world examples of best practices | CONNECT | Chad Lakin, VP at Shootsta | Owner/leader |
| 2:45pm - 3:15pm | <p>Solution Showcase Breakouts: Kennectd</p> <p><i>Helping others Master LinkedIn for their Business and personal success using Automation</i></p> | <p>You will learn how to master LinkedIn for both your business, and personal life. We will cover "Ninja Level" hacks on how to help you stand out and get in front of the right people. Including messaging, we will show you how Kennectd will save you time by automating the process on your own so it comes across professional, and personable.</p> | | CONNECT | Dallin Knudson, Director Channel Partnership at Kennectd | Owner/leader |
| | <p>Solution Showcase Breakouts: Shootsta (Part 2)</p> <p><i>Video across the recruitment journey - Practical steps to take your videos to the next level</i></p> | <p>With video being a preferred method of communication by career seekers and boosting application rates by at least 34% it is critical to know how to create videos properly. How does a recruiter stay on brand while making personalized videos for prospects? Join Mansour Mbaye, CRO and Chad Lakin, VP at Shootsta to find out.</p> | <ul style="list-style-type: none"> • Learn the technical components of creating high impact videos easily and quickly • Gain small tips and tricks to take your video to professional levels • Hear best practices for recruiters to attract talent and get them through the pipeline | CONNECT | Chad Lakin, VP at Shootsta Mansour Mbaye, CRO at Shootsta | Owner/leader |
| | <p>Solution Showcase Breakouts: Labor IQ by Think Why</p> <p><i>Keep Up with Today's Salary Demands</i></p> | <p>The job market is moving quickly as are employee salary demands. Workers often receive a 10-50% increase in salary when switching jobs. With 72 million hires expected in 2022, recruiting is a key focus for your clients. Do you have the right tools to advise on compensation and data to strategically source the right talent? LaborIQ was designed to disrupt and solve the gaps in pay and talent acquisition. Unlike other compensation software, we study the labor market and forecast economic performance which informs salary demands.</p> | <ul style="list-style-type: none"> • Learn the wage gaps between in-place salaries and where the market is today • Understand labor market analytics that drive talent supply and compensation • Learn how to leverage the right data to strategically advise your clients on compensation and hiring | CONNECT | Adam Dowswell, Compensation & Labor Market Advisor at Labor IQ by Think Why | Owner/leader |
| 3:15pm - 4:00pm | <p>Onboarding in The New World of Work</p> | <p>The World of Work has shifted dramatically. So too must our onboarding approach for new team members. We'll kick things off with a lively debate including whether learning to recruit while building a DIG at the same time is too much. Then we'll shift gears to discuss best practices for a seamless hybrid onboarding experience.</p> | <ul style="list-style-type: none"> • Engage with your peers to consider what's working • Benefit from hearing lessons learned • Uncover opportunities to uniquely engage your new hires moving forward | ENGAGE | <p>Kris Ogren, Managing Director, Practice Leader at Management Recruiters of Spokane, Inc.</p> <p>Branson Jordan, Managing Director, Banking Practice Leader, Management Recruiters of Spokane, Inc.</p> <p>Dolores Sauter, Director of Operations & Training, Miller Resource Group</p> | Owner/leader |
| | <p>Navigating the Numbers: Compensation, Benefits, Perks and Incentives</p> | <p>Gone are the days of run-of-the-mill comp plans. Today's talent has high expectations and companies must compete for staff with base salaries, incentives, point systems, spiffs and more. Join your peers in discussion around creative comp solutions by role.</p> | <ul style="list-style-type: none"> • Learn about new or different comp models used by your peers • Evaluate ways to increase revenue, profitability, and employee engagement | BUILD | Nancy Halverson, SVP Global Operations at MRINetwork | Owner/leader |

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| 4:30pm - 5:00pm | TRANSPORT TO MILLER LITE HOUSE | | | CONNECT | |
| 5:00pm - 8:00pm | OFF-SITE SOCIAL | <p>Miller Lite House Experience</p> <p>Choose from two VIP Guided Tour sessions (5:30pm - 6:00pm or 7:15pm-7:45pm) for the ultimate AT&T Stadium tour experience. Knowledgeable and experienced tour guides lead your VIP Guided Tour with stops that include a private suite, the print media press box, the Cotton Bowl Office vestibule, and the Dr Pepper Star Bar or the Ford Motor Company Fountain. After you've seen these areas, your guide will take you down to the event level where you'll see all the stops on the Self-Guided Tour, including the field, the Miller Lite Club, the postgame interview room and both the Dallas Cowboys and Dallas Cowboys Cheerleaders locker rooms.</p> | | CONNECT | |

| WEDNESDAY (NON-LEADERS) | | | | | | |
|-------------------------|---|---|---|---------|---|-----------------------------|
| TIME | TITLE | DESCRIPTION | TAKEAWAYS | TYPE | SPEAKERS | APPROPRIATE FOR |
| 7:45am - 8:45am | TRANSPORTATION & BREAKFAST AT THE RIVER RANCH | We head to River Ranch in the Stockyards - http://riverranchstockyards.com | | CONNECT | | AE, PC, IR, Ops, Mkg, Other |
| 8:45am - 9:45am | Charitable Foundation Walk | The power of our Network will come to life as we serve the local Ft. Worth community and forge new relationships. Get ready to roll up your sleeves and give back, MRI! | | CONNECT | | AE, PC, IR, Ops, Mkg, Other |
| 9:45am - 10:15am | BREAK | | | CONNECT | | AE, PC, IR, Ops, Mkg, Other |
| 10:15am - 11:15am | Solution Sprints | Get creative insight and solutions for day-to-day challenges you share with your peers. This high-energy, multi-round session will leverage your individual expertise and experiences to develop new solutions for growth and success. Get ready for a fun, informative "speed-dating" session! | <ul style="list-style-type: none"> • Leverage the experience and expertise of peers who understand your challenges and opportunities • Strengthen your network with thought partners and industry leaders • Head back to work with tools and tactics that you can implement right away | ENGAGE | | AE, PC, IR, Ops, Mkg, Other |
| 11:15am - 12:15pm | Why It's Time To Incorporate Video Outreach In Your Recruiting Efforts | In a talent-short market it is crucial that recruiters do everything they can to stand out and capture the attention of their prospective candidates. We are now in an era where we aren't just competing with other recruiters. We are competing for the attention of our audience. | <ul style="list-style-type: none"> • Hear about a very simple way to show up differently • Learn how to capture the attention of your ideal candidates & increase your response rates | BUILD | Donnie Gupton, Founder at Donnie Gupton | AE, PC, IR, Ops, Mkg, Other |

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| 12:15pm - 1:15pm | LUNCH - SMALL GROUP NETWORKING | Grab a bite with new contacts, friends, and colleagues, and get to know more about what you have in common and how you can maximize the power of our network. We will provide creative prompts to help get your conversations started. | | CONNECT | | AE, PC, IR, Ops, Mkg, Other |
| 1:15pm - 2:00pm | Candidate Management: The New Mindset | The last two years have dramatically shifted the way candidates think and behave, and it's critical that we adapt with, or even ahead of, that curve. Hear from your peers about how they've navigated and adapted to the impact of candidate changing mindsets and the results they've seen. | <ul style="list-style-type: none"> • Be encouraged by hearing others' stories about the shift in the candidate mindset • Gather creative ideas about how to engage or re-engage your candidates • Shift your own mindset about how to work more effectively with your candidates | ENGAGE | Denise Chludzinski, Director of Executive Recruiting at Miller Resource Group Ryan Joseph, Executive Recruiter at Govig & Associates Will Sumba, Account Executive at The Bluestone Group | AE, PC, IR, Ops, Mkg, Other |
| 2:00pm - 2:45pm | Client Management: Fostering Relationships & Retention | Clients drive our business, and fostering relationships and retention in a rapidly changing landscape is no small feat. Hear from your peers about the mindsets and skills they apply when driving, engaging, and retaining key partnership relationships. | <ul style="list-style-type: none"> • Gain best practices from some of the top performers in our network • Evaluate your own approach and commit to tweaks or adds that will grow your desk | ENGAGE | Bodie Nowak, Executive Vice President at Parkwood International Jack Johnson, Vice President, Executive Recruiter at Govig & Associates | AE, PC, IR, Ops, Mkg, Other |
| | Journey Stories: How I Achieved Early Success | Everyone wants to know what it takes to be a rockstar in our business. This panel has earned the title, and will share their insights on what mindsets and skills contributed to their incredible journeys of success. | <ul style="list-style-type: none"> • Learn practical best practices and lessons learned from people who have achieved great success early on in their careers • Get answers to your questions about how develop your own success story | LEARN | Melissa Owens, Founder/President at Allied Search Partners Devin Stanley, Director at The Mullings Group Alec Bitar, Senior Search Consultant at Protis Global | AE, PC, IR |
| 2:45pm - 3:15pm | Wrap & Debrief | We'll wrap up our action-packed day by huddling together to share what we've learned, while encouraging each other to take action on what matters most. | | ENGAGE | Ron Dermady, Sr. Director of Learning at MRINetwork | AE, PC, IR, Ops, Mkg, Other |
| 3:15pm - 3:45pm | TRANSPORT TO HOTEL | | | CONNECT | | |
| 4:30pm - 5:00pm | TRANSPORT TO MILLER LITE HOUSE | | | CONNECT | | |
| 5:00pm - 8:00pm | OFF-SITE SOCIAL | Miller Lite House Experience Choose from two VIP Guided Tour sessions (5:30pm - 6:00pm or 7:15pm-7:45pm) for the ultimate AT&T Stadium tour experience. Knowledgeable and experienced tour guides lead your VIP Guided Tour with stops that include a private suite, the print media press box, the Cotton Bowl Office vestibule, and the Dr Pepper Star Bar or the Ford Motor Company Fountain. After you've seen these areas, your guide will take you down to the event level where you'll see all the stops on the Self-Guided Tour, including the field, the Miller Lite Club, the postgame interview room and both the Dallas Cowboys and Dallas Cowboys Cheerleaders locker rooms. | | CONNECT | | Owner/leader, AE, PC, IR, Ops, Mkg, Other |

THURSDAY

| TIME | TITLE | DESCRIPTION | TAKEAWAYS | TYPE | SPEAKERS | APPROPRIATE FOR |
|-------------------|--|--|---|---------|--|---|
| 7:30am - 8:30am | GENERAL BREAKFAST V25 WORKING BREAKFAST NEXTGEN WORKING BREAKFAST | | | CONNECT | | |
| 8:30am - 9:15am | The Future of DIGs: Get Ahead of the Curve | You know where your desk is now. This session will share the tools, tactics, and the research you should be doing to prepare for the rate of acceleration of technologies in the markets that you serve. | <ul style="list-style-type: none"> • Learn how to explore other DIGs as a growth strategy • Uncover hidden areas of growth and potential • Discover tools and methods to acquire necessary data and insights | LEARN | <p>Joe Mullings, Chief Vision Officer at MRINetwork</p> <p>Gary Miller, President at Miller Resource Group</p> <p>Michael Bitar, Partner & Managing Partner at Protis Global</p> <p>Alex Chausovsky, Director of Analytics & Consulting at Miller Resource Group</p> <p>Paul Christian, Vice President of Technology at MRINetwork</p> | Owner/leader, AE, PC, IR, Ops, Mkg, Other |
| 9:15am - 10:15am | How to Implement, Build, Grow and Sustain a Profitable Contract Staffing Business | Hear from a panel of your peers about the steps they took to integrate CS into their office and the tactics that made them profitable. Learn about macro trends in the staffing industry, how to build your CS inventory, introduce CS to your perm clients, how to structure your office/team model, and much more. | <ul style="list-style-type: none"> • Discover profitable contract staffing tactics used at leading search firms • Understand the macro trends that are driving contract staffing • Find out how to build your contract staffing inventory, introduce contract staffing to your perm clients, structure your office and team model, and much more | LEARN | <p>Kieran Brady, COO at TalentWave</p> <p>Casey Reid, President at Reid & Associates</p> <p>Melissa Owens, Founder/President at Allied Search Partners</p> <p>Clay Malinovsky, Contract Services Manager at Magee Resource Group</p> | Owner/leader, AE, PC, IR, Ops, Mkg, Other |
| | Creative Selling and Solution Strategies | Today's clients are more open than ever to creativity in business solutions and ways to build relationships with trusted partners. Join us for a lively discussion about how thinking outside the box has impacted both existing and new relationships. | <ul style="list-style-type: none"> • Learn about creative approaches and mindsets on business solutions • Consider how you can create outside the box solutions • Commit to new ways to bring value to your clients and candidates | ENGAGE | <p>Gordon Schmidt, Managing Director at Quest Talent Solutions</p> <p>Carlos Perez, Managing Partner at CP + Krell Group</p> <p>Dave Kushan, President at Healthcare IS</p> | Owner/leader, AE, PC, Ops, Mkg |
| 10:15am - 10:30am | MARKETPLACE BREAK | Swing by our Marketplace and grab a light bite or beverage as you uncover new tools and solutions for your business. Our valued partners will be on hand to introduce themselves, share information with you, and answer your questions. | | | | |

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| 10:30am - 11:30am | Developing a Retained Mindset for Success | Excelling with retained engagements requires both mindset and skillset. This peer-based panel will address how to think about retained, get started, and offer tenured solutions centered on a variety of retained arrangements. | <ul style="list-style-type: none"> • Learn how to transition to engaged/retained • Find out how to move towards wholly engaged/retained business in a small office • Discover how to offer retained as a value-add for clients and service offerings • Get ideas to maximize results without draining limited resources | ENGAGE | <p>Gordon Schmidt, Managing Director at Quest Talent Solutions</p> <p>Jeremy Vanselous, President at The SearchWorks Group</p> <p>Thomas Hinzmann, Managing Partner at Hinzmann Consulting</p> | Owner/leader, AE, PC, IR, Ops |
| | Experience Clinic | At the end of the week, join us for a selection of open roundtables with MRI subject matter experts on the topics of IT, marketing, training, and recruitment. Bring your outstanding questions and we'll address them, offering our guidance and troubleshooting any issues you have in real time. This is a chance to process what you learned at United and get actionable insights to take back home with you. | <ul style="list-style-type: none"> • Receive dedicated time with an MRI subject matter expertise • Gain practical guidance on day-to-day challenges and opportunities | BUILD | <p>Nancy Halverson, SVP of Field Operations at MRINetwork</p> <p>Paul Christian, VP of Technology at MRINetwork</p> <p>Jessica Torres, VP of Marketing at MRINetwork</p> <p>Patrick Convery, Director of Media at MRINetwork</p> <p>Scott Boettger, Manager of Marketing Technology at MRINetwork</p> <p>Ron Dermady, Sr. Director of Learning at MRINetwork</p> | Owner/leader, AE, PC, IR, Ops, Mkg, Other |
| 11:30am - 12:00pm | Open Mic: Recap & Action Planning | Process your conference takeaways and mic drops with your peers, and commit to taking action to shift the trajectory of your desk/firm. | | BUILD | | Owner/leader, AE, PC, IR, Ops, Mkg, Other |
| noon | DEPARTURE | | | | | |