

**New generation recruitment skills for SMEs and workforce**

Final CONFERENCE DAY Thursday 7.11.2019

**New tools for recruitment**

- 9.00 **Opening words**, Turku University of Applied Sciences  
*Rector and president Vesa Taatila*
- 9.10 **Project presentation and New Publication**  
Karelia University of Applied Sciences  
*Senior project manager Marja-Liisa Ruotsalainen and principal lecturer, specialist Arja-Irene Tiainen*
- 10.00 **Keynote Speaker: Recruiting in season of the fragmenting work**  
Prime Frontier Oy | Future Works Oy  
*Futurist, Foresight Coach Ilkka Halava*
- 10.45 **Employing branding**  
Developing Employer Image to Promote Recruitment Process - Master's thesis by Maiju Juvonen and Marja Piironen, 2018 ; A view to the Master's thesis  
*Master's degree student, Bachelor of Social Services, Human Resources Specialist Marja Piironen*
- 11.05 **Time for lunch**
- 12.00 **Tools for recruitment**  
Hochschule Harz: COM-app  
*Dr. Manuela Koch-Rogge and Dr. Georg Westermann*
- Hogeschool Gent: Selectionbuddy  
*Lecturer and researcher Griet Van Der Vurst, lecturer and researcher Marjolein Feys*
- Business Joensuu: Recruitment tool for micro entrepreneurs  
*Marketing specialist Mari Naumanen*
- Turku University of Applied Sciences: Virtual CV  
*Project manager Antti Meriö*
- Karelia University of Applied Sciences: Virtual holograms  
*Lecturer, specialist Anssi Gröhn*

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Karelia University of Applied Sciences: Recruitment trainings for entrepreneurs and workforce, Model for recruitment skills  
*HR manager, specialist Jaana Tolkki*

Karelia University of Applied Sciences: Recap the project results  
*Senior project manager Marja-Liisa Ruotsalainen and principal lecturer, specialist Arja-Irene Tiainen*

14.00 **A word of thank you**  
*Lecturer Mikko Niskanen*

### Poster Presentation, networking, coffee

- 1) Virtual CV
- 2) Recruitment tool for micro entrepreneurs
- 3) Selectionbuddy
- 4) COM-app
- 5) Recruitment skills for SMEs and workforce

15.00 **Closing the day**

Streaming link is for them who are not able to participate for this conference day (for example your colleagues):

<https://turkuamk.zoom.us/j/994716525>

<http://smerec.karelia.fi/fi>



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