

# RECRUITING IN A CHANGING ENVIRONMENT

**17 November 2020, 10.00–16.00 hrs**

## **Opening Statement & Closing Remarks**

Prof. Klaus-Dieter Scheurle, CEO of DFS Deutsche Flugsicherung GmbH

## **Keynotes**

**Robindroh Ullah, Managing Director Trendence Institut**

<https://www.trendence.com/>; <http://www.hrinmind.de/>

### **The fragility of employer Brands – How to achieve a sustainable Brand perception in liquid times**

COVID-19 is a perfect example of our new volatile times where short-term decisions made by employers due to the crisis not only affect them in the current situation but might change their applicants' perceptions for years. That's why sustainability may no longer be limited to a CSR department, but needs to be taken seriously and adapted to your brand's needs and situation.

**HR-Expert from market research company Potentialpark**

<https://www.potentialpark.com>

### **Emergency or the new normal? – How to communicate with talent facing COVID**

Recruitment during the pandemic has undoubtedly changed. Interviews can't be held in person, Career Fairs are being held virtually. But are these solutions just a reaction to an emergency, or will they become part of a new normal? And more importantly, how do the candidates feel about them?

Since 2002 Potentialpark has been asking candidates worldwide about what they feel is important in the communication with potential employers and within the recruitment process. Find out what they have to say, what has changed since the emergence of COVID-19 and what the most talent-friendly employers are doing to engage candidates. How did candidate's behaviours and expectations towards potential Employer changed facing COVID? How can organisations now react? And why is it more important than ever to communicate with talents properly?

## **Best practices from across the industry**

We all enjoy learning from each other. Therefore, we invite you to actively participate in the conference by sharing some of your best practices in the area of Recruiting and Employer Branding.

DFS will share its experience from the bachelor programme "Air Traffic Management (B.Sc.)", which was set up in cooperation with the University of Applied Sciences Worms in order to attract young people to be ATCOs who are also interested in obtaining a university degree.

**If you are interested in assuming an active part, please contact Carlotta Hies at [Carlotta.Hies@dfs.de](mailto:Carlotta.Hies@dfs.de) by 23th October.**