

Time	Topic	Presenter
8:00 - 8:30	Registration & Continental Breakfast	
8:30 - 8:45	Welcome, Opening Remarks & Introductions	Graham Donald President Brainstorm Consulting
8:45 - 9:30	Four Generations on the Team: How to Attract and Retain Gen Y	Graham Donald President Brainstorm Consulting
9:30 - 9:45	Networking & Refreshment Break	
9:45 - 10:45	College Labor Market 2011: What Employers Can Expect!	Phil Gardner Director Collegiate Employment Research Institute
10:45 - 11:00	Networking & Refreshment Break	
11:00 - 12:00	20 Measures That Make Your Campus Program Strategic	John Flato President Campus Strategic Partners
12:00 - 1:00	Lunch	
1:00 - 2:00	A Fresh Look at Recruitment Best Practices: What Do Today's Students Value?	Mary Scott President Scott Resource Group
2:00 - 2:15	Networking & Refreshment Break	
2:15 - 3:15	Internship Fundamentals: Keys to Maximizing your ROI	Richard Bottner Founder and President Intern Bridge Inc.
3:15 - 3:30	Networking & Refreshment Break	
3:30 - 4:30	iAds, iPads or iFads? Your mobile college audience	David Howard, Global Digital Strategist & Kate Garmey, TMP Worldwide
4:30 - 4:35	Closing Remarks	Graham Donald, President, Brainstorm Consulting
4:35 - 5:30	Cocktail Reception for Employers and Career Services Professionals	