


# HR “Boot Camp” on Hiring Military Veterans

*This content-filled 1-day workshop helps HR professionals, hiring managers, diversity and EEO specialists understand the value of adding military **veterans** and **veterans with disabilities** to their organization. With a focus on the strategic and tactical knowledge that HR needs, this workshop provides attendees with best practices for **developing** or **improving** a military hiring strategy.*

## 2011 Public Workshop Cities

Albuquerque	Atlanta	Chicago	Columbia
Kansas City	Minneapolis	Nashville	
New York	Phoenix	Raleigh	
San Francisco	Seattle	Tampa	



Check the web site  
for dates and  
locations!

## Who should attend:

HR professionals, hiring managers, diversity and EEO specialists looking to **start** or **improve** a military hiring program as part of a larger diversity hiring strategy

## What you will learn:

At the conclusion of this workshop, you will be able to:

- Make the business case for starting a military veteran hiring initiative
- Map your workforce needs to military skill sets and translate a résumé written in “military-ese”
- Understand a service members level of experience and salary expectations by asking one simple question
- Design a military veteran sourcing strategy that maximizes your return on investment
- "Interpret" a military veteran's resume and ask the right questions to uncover skills and aptitudes
- Enhance your career website in order to attract military veterans
- Create marketing messages that resonate with veterans
- Determine effective ways to get your company brand "top of mind" in the military community

**Early Bird Registration Fee** \$545/person (rate expires 45 calendar days before workshop date)  
**Regular Registration Fee** \$595/person  
**Group Rate (2+ attendees from same organization)** \$545/person

Register online today at [www.TheValueOfaVeteran.com/workshops](http://www.TheValueOfaVeteran.com/workshops)

We accept Visa, MasterCard, American Express, Discover, and electronic check

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## Guarantee:

Upon completion, if you are dissatisfied with this workshop for any reason, we will send you a prompt refund

## Transfer Policy:

A registrant may transfer to another scheduled workshop once without incurring a transfer fee. Additional transfer requests after the first one will be subject to a \$100 service charge per instance. The list of upcoming workshop sessions is available at [www.TheValueOfaVeteran.com/workshops](http://www.TheValueOfaVeteran.com/workshops)

## Substitution Policy:

Organizations may substitute an attendee if a registered participant is unable to attend. Please communicate all substitutions as soon as they are known directly to [workshops@TheValueOfaVeteran.com](mailto:workshops@TheValueOfaVeteran.com) or call 1-877-681-9960 ext 1

## Cancellation Policy:

The Value Of a Veteran will give you a complete refund if you cancel your registration up to two weeks before your workshop begins. Please note, however, that cancellations received less than two weeks before the workshop begins are subject to a \$200 service charge. In fairness to all attendees, confirmed participants who do not attend their scheduled workshop are liable for the entire workshop fee. The Value Of a Veteran reserves the right to cancel any of its programs.

## Bring this workshop onsite at your location – save \$\$\$

Do you have a lot of employees that need this information and travel budget is tight? This same workshop is also available as an **on-site workshop** or a **virtual workshop**. Send an inquiry to [workshops@TheValueOfaVeteran.com](mailto:workshops@TheValueOfaVeteran.com) or visit [www.TheValueOfaVeteran.com/workshops](http://www.TheValueOfaVeteran.com/workshops) for more details and a customized quote.

## Agenda for HR “Boot Camp” on Hiring Military Veterans

Time	Segment	Speaker(s)	Topics Covered
8:30 – 9:00 am	<b>Registration and Networking</b>		
9:00 – 10:30 am (90 min)	The business case for hiring veterans and veterans with disabilities	Lisa Rosser	<ol style="list-style-type: none"> <li>1. The Myths versus the Reality of employing veterans and veterans with disabilities</li> <li>2. Business reasons for focusing on hiring veterans (i.e., tax credits, OFCCP’s Good-Faith Initiative for Veterans Employment (G-FIVE), G.I. Bill-approved on-the-job training programs, etc.)</li> <li>3. What HR needs to know about veterans with disabilities</li> </ol>
10:30 – 11:00 am (30 min)	<b>AM Coffee Break / Networking Opportunity</b>		
11:00 – 12:00 pm (60 min)	Where to find veterans (sourcing options)	Lisa Rosser	<ol style="list-style-type: none"> <li>1. An overview of military-specific applicant sourcing options, including:               <ol style="list-style-type: none"> <li>a. Placement firms</li> <li>b. Military job boards &amp; career fairs</li> <li>c. Military publications</li> <li>d. Professional associations</li> <li>e. Military transition centers</li> <li>f. Guard and Reserve units</li> <li>g. College campuses</li> <li>h. State employment agencies</li> <li>i. Social networking sites</li> </ol> </li> </ol>
12:00 – 1:00 pm (60 min)	<b>Lunch on site (provided) / Networking</b>		
1:00 – 2:00 pm (60 minutes)	Marketing to Attract the Military	Lisa Rosser	<ol style="list-style-type: none"> <li>1. Themes and messages that resonate with veterans</li> <li>2. Updates to make to your website &amp; Face Book pages to attract military</li> <li>3. Ideas for creating brand awareness in the military community</li> </ol>
2:00 – 2:30 (30 minutes)	<b>PM Coffee Break / Networking Opportunity</b>		
2:30 – 3:30 pm (60 min)	Translating the Military Resume & Interviewing Tips	Lisa Rosser	<ol style="list-style-type: none"> <li>1. Differences between officer and enlisted grades and salary expectations</li> <li>2. Translate the veteran's Military Occupational Code &amp; map your hiring needs to military skill sets</li> <li>3. Questions to ask and to avoid</li> </ol>
3:30 – 4:00 pm (30 minutes)	<b>Final Q&amp;A + Wrap up + Conclusion</b>		