

# AUGUST 23, 2019

# YOU'RE INVITED

Ogletree  
Deakins

The Birmingham office of  
**OGLETREE DEAKINS**

presents a complimentary seminar:

**DUDE, WHERE'S MY WORKFORCE? RECRUITING AND  
RETAINING TOP TALENT IN A TIGHT LABOR MARKET**

An informative and educational seminar to  
address the latest labor and employment law  
topics impacting Alabama employers

## LOCATION

Grand Bohemian Hotel Mountain Brook  
2655 Lane Park Road  
Birmingham, AL 35223  
(205) 414-0505

## DATE AND TIME

Friday, August 23, 2019  
9:00 a.m. – 3:00 p.m.  
(Registration, breakfast, and Q&A will begin at 8:30 a.m.)

## COST

Complimentary  
(Breakfast, lunch, and program materials are included.)

## REGISTRATION

Register online at [www.ogletree.com](http://www.ogletree.com) or  
contact Brandi Hall at (205) 714-4424 or  
[brandi.hall@ogletree.com](mailto:brandi.hall@ogletree.com).

We have submitted this program to the HR Certification Institute and  
SHRM for review.

# AGENDA

- 8:30 – 9:00 a.m. **REGISTRATION, BREAKFAST, AND Q&A**  
Bring your most pressing questions to your favorite lawyers before the program for informal one-on-one discussions.
- 9:00 – 9:15 a.m. **INTRODUCTION**
- 9:15 – 10:00 a.m. **STAYING THE COURSE: FOLLOWING BEST HIRING PRACTICES TODAY TO AVOID LIABILITY TOMORROW**  
With unemployment at its lowest in decades, it is imperative to follow best hiring practices. Otherwise, you may find yourself facing unexpected liability when the market inevitably changes. This seminar will focus on the importance of fairly administering all of your policies, including those related to drug testing, background checks, and in-person interviews, to develop a solid workforce. In addition, enforcing anti-discrimination and anti-harassment policies, as well as maintaining critical diversity and inclusion initiatives during the hiring process, will reduce liability risks in the future.
- 10:00 – 10:45 a.m. **ZOINKS! GENERATION Z JOINS THE WORKFORCE**  
People born between the mid-1990s and the late-2000s—also known as Generation Z—are expected to make up 36 percent of the U.S. workforce by 2020. Gen Zers—who grew up in the era of social media and smart technology—bring a new perspective to the workplace. Join this session for a discussion of what this diverse and independent-minded group desires and expects of their employers and how to effectively engage (and manage) them.
- 10:45 – 11:00 a.m. **BREAK**
- 11:00 – 11:45 a.m. **SNACKS, SODAS, AND SPAS: THE WORKPLACE PERKS TOOLKIT**  
New employee perks in the workplace—such as unlimited paid time off and free snacks—are increasing in popularity among employees and employers. However, like many good things, legal risks may arise from providing these perks. Our speakers will provide attendees with an overview of the legal and practical considerations when implementing new perks in the workplace.
- 11:45 a.m. – 12:10 p.m. **RETAINING YOUR MOST VALUABLE ASSET—YOUR WORKFORCE**  
Employers are facing a great challenge in managing their workforces. They are seeking to recruit talent in a highly competitive environment, sometimes even resorting to “guerilla recruiting,” and are struggling to retain their best workers. This session will cover how to manage your most valuable asset—your workforce.
- 12:10 – 12:30 p.m. **MADE TO ORDER—MANAGING A MULTITUDE OF WORKING ARRANGEMENTS**  
Remote, gig, temporary, part-time—the types of working arrangements in today’s marketplace seem endless, as do the legal issues that can result from them. Determining when and whether a specific local or state law applies to workers who spend only a temporary amount of time in a particular jurisdiction is an emerging challenge, as is determining how best to manage remote workers. This session will cover a wide variety of working arrangements, key issues that can arise, and strategies for reducing legal headaches.
- 12:30 – 1:00 p.m. **LUNCH**
- 1:00 – 3:00 p.m. **DUDE, WHERE’S MY WORKFORCE? AN INTERACTIVE VIDEO WORKSHOP FEATURING BEST PRACTICES IN RECRUITING AND RETAINING TOP TALENT IN A TIGHT LABOR MARKET**  
Finding and hiring the best candidates for your workplace is always a top priority. But with the U.S. unemployment rate below 4 percent, talent is hard to locate and, once hired, easy to lose to competitors. In this session, you and our panel of experienced legal pundits will assess the performance of our HR colleagues in interactive videos that highlight some of the challenges of recruiting and retaining top talent in today’s market.