



# 'The Most Engaging HR Speaker I've Seen'

Tod Maffin is widely recognized as a leading international authority on the strategic use of social media and how new and emerging technologies are affecting **every part of human resources** – from using social networking to recruiting to inspiring and working alongside the "Facebook Generation."

Tod Maffin's comprehensive understanding of this generation and human resources industry, high-velocity change, hyper-innovation, and the accelerating pace of the world around us offer audiences an insider's viewpoint of what the world holds in store and what lurks around the corner.

His energetic, upbeat, jargon-free and highly entertaining presentation style ensures that audiences are not only captivated and engaged, but entertained and motivated. He has addressed audiences around the world – from Stockholm to Berlin and from Romania to Australia – and is one of very few speakers capable of bringing an audience to their feet in a standing ovation at 7:00 a.m.

"Maffin's address was liberally spotted with light-hearted stories, but it was also **thought-provoking**. More than a few of the association's membership were making notes for future reference."  
– *Calgary Herald newspaper*

"Tod packed the house in both sessions and he delivered! He has an enormous wealth of expertise on the whole gamut related to social media and the Web 2.0. But content aside, he was also so incredibly engaging and inspiring as a presenter that **you couldn't help but have a fabulous time along the way**. What was clear to me was that this guy is authentic. He's passionate about what he does...and does a terrific job in engaging his audiences."  
– *TGIM Worklife Magazine*



Tod's blog:  
<http://www.todmaffin.com/category/blog/>

Tod's newsletter:  
<http://www.todmaffin.com/newsletter>

 Twitter <http://twitter.com/todmaffin>

 Facebook <http://facebook.com/todmaffin>

 LinkedIn <http://linkedin.com/todmaffin>

Tod Maffin is available for select dates. To inquire about dates:

Call Tod Maffin directly at **+1.888.236.6219**

or email [tod@todmaffin.com](mailto:tod@todmaffin.com)

Attendees to Tod's presentations receive a conference-branded online package with full notes, links to all resources mentioned, additional research, and more.

## Leading the Facebook Generation

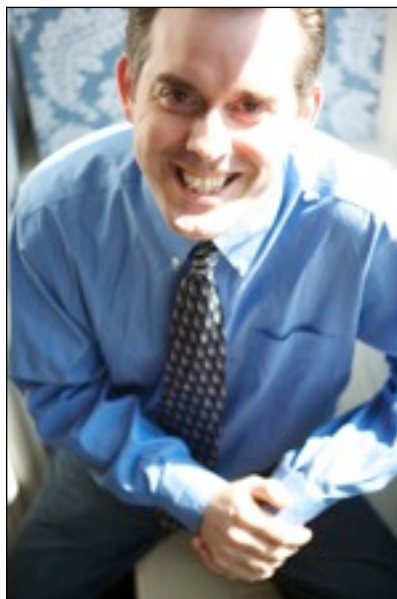
How to Manage, Inspire, and Retain the Generation-Y Millennials

In this follow-up to Tod's massively popular presentation **Recruiting the Facebook Generation**, Tod will show you delegates the eight key ways your business must change if you want to engage and retain this young, vibrant and energetic workforce.

From developing creative benefits packages to learning an entirely new leadership model, the presentation walks you through, in plain language, the specific areas you need to focus on. You'll see real-world case studies of what works (and examples where attempts to manage this generation went spectacularly wrong) and will walk away with an online kit of resources and notes of the presentation.

- Integrating the Generations
- Living a New Leadership and Management Style
- Rethinking Benefits and Evaluations
- Developing On-Demand Workplace Education
- Creating a Safe Space Where Innovation 'Just Happens'
- Structuring a Team by Removing Its Structure
- Fostering Loyalty by Training Them to Leave
- The Top Six Reasons Millennials/ Generation Y Leave their Employer

Managing the Facebook Generation is a 60- to 90-minute keynote presentation (flexible, depending on conference agenda) aimed at human resources professionals, small-business managers, and anyone else who works with people aged 20-35. What you learn may prevent a workforce exodus.



## Recruiting the Facebook Generation

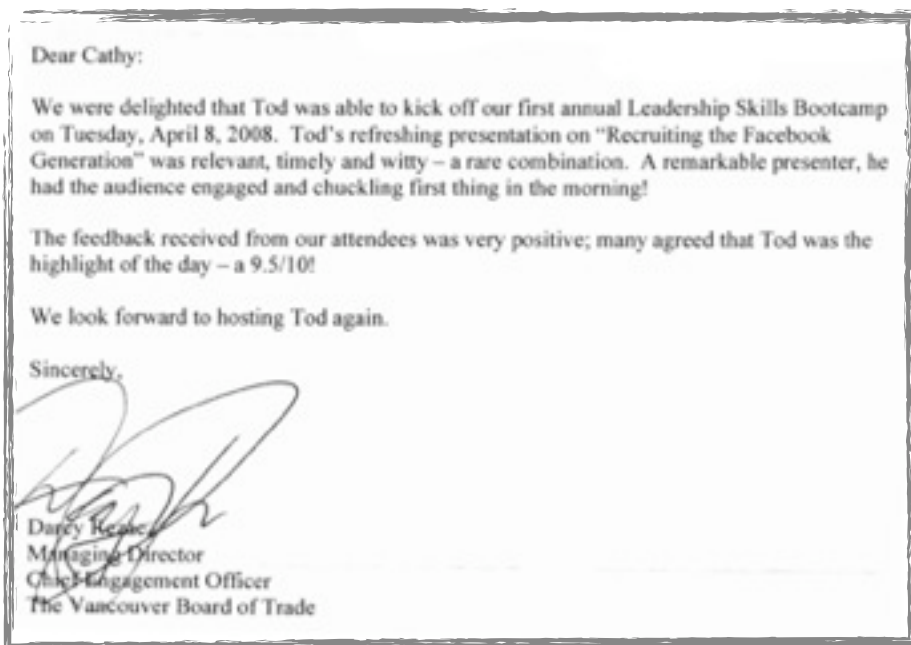
Winning the War for Talent

**They're fickle, media-savvy, highly-connected and living on the cutting-edge of technology.**

The Facebook generation knows it is in the driver's seat in the workforce these days. Employers worldwide are scrambling to understand what makes this unique generation tick.

If your organization thinks grooming your future leadership is about placing stale ads in papers and using old-school recruiting techniques, there's a nasty shock in store. Leading edge companies are harnessing and exploiting the powerful networking forces in social media Web sites like Facebook, MySpace, and YouTube to find and recruit the future workforce.

In this presentation, Tod Maffin walks audiences through the minefield of challenges involved in this new world of talent management and delivers invaluable insights into the future generation of workers: where to find them, how to attract them, and, perhaps most importantly, how to keep them engaged and motivated.



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