



Members to  
standards and growth  
surprises

Accounting & Law | Ethics  
Support |

**apso**  
federation of  
african professional staffing organisations

# RECRUITMENT & STAFFING CONFERENCE 11TH OCTOBER 2023

“Digital where it matters...  
Human where it counts”

## ABOUT APSO

The Federation of African Professional Staffing Organisations (APSO), was previously known as the Association of Personnel Services Organisations, and has been in existence since 1977. APSO is the largest and most well-established organisation within the private employment agency (PrEA) sector. For the past nearly four decades, APSO has set and managed compliance and best practice standards for its members, for the benefit of clients, candidates and employees alike.

### APSO strives to:

- Represent members and promote the industry through lobbying and advocacy initiatives;
- Ensures members adhere to globally aligned ethics and best practice standards;
- Drives professionalism of individuals by providing continuous professional development (CPD), education and training for members;
- Deliver relevant business-critical information to members.

APSO representatives participate in a range of forums including Business Unity South Africa (BUSA), NEDLAC, Services SETA, National Skills Authority (NSA) and others. APSO is a founding member of the Confederation of Associations in the Private Employment Sector (CAPES) and has thus been actively involved in lobbying and advocacy initiatives to regulate the industry.

Internationally, APSO is well respected and holds the seat for Africa and the Near East on the Board of the World Employment Confederation (WEC). We have been members of this body for more than twenty years and are actively involved in global initiatives to drive compliance, professionalism and effective regulation for the sector. [www.wecglobal.org](http://www.wecglobal.org)

## ALL ABOUT CONFERENCE

The premier gathering for professionals in the field of talent acquisition!

APSO Annual Staffing and Recruitment Conference attracts a diverse group of professionals from various industries and backgrounds, offering a unique opportunity to meet new people, exchange ideas, and gain fresh perspectives that can broaden one's horizons and inspire innovation in staffing and recruitment practices.

We have a dynamic lineup of keynote speakers, panel discussions, interactive breakaways, and networking sessions designed to foster meaningful connections and create a supportive community. Collaborate with like-minded professionals, exchange ideas, and learn from one another's experiences to overcome common staffing and recruitment hurdles.

## CONFERENCE PRICING

### APSO MEMBERS

Early Bird - R2 100 /pp  
Normal Price R2600 /pp

- Attendance in person
- Networking Opportunities
- Lunch, Tea & Coffee
- Drinks & Canapé post conference
- Exhibitor Stands
- Amazing prizes & give-aways
- Online Certificate
- 12 CPD Points

### NON MEMBERS

Early Bird - R3000 /pp  
Normal Price R3600 /pp

- Attendance in person
- Networking Opportunities
- Lunch, Tea & Coffee
- Drinks & Canapé post conference
- Exhibitor Stands
- Amazing prizes & give-aways

### APSO MEMBERS

Group Price  
On Request

### NON MEMBERS

Group Price  
On Request

## SPEAKERS

### Themba Robin

South African comedic talent and skilled MC, renowned for his ability to engage and entertain audiences. With his quick wit and infectious energy, Themba has become a sought-after figure in the comedy scene. As the chosen MC for the annual recruitment and staffing conference in Johannesburg, he will guide us through this reflective exploration of the recruitment industry, infusing the days' proceedings with his unique blend of humour and professionalism.



### Zakhele Mgobhozi

Founder & Managing Director of Modern Centric Holdings, a specialist Management Consultancy that advocates for Persons with dis-Abilities (PWD's) and the Youth of South Africa; Modern dis-Ability Foundation, an NPC focusing on the needs of Persons with dis-Abilities; and Executive Director of Modern Centric Solutions.



### Bettina Schaller

President of the World Employment Confederation (WEC), is a distinguished leader in the field of global employment. With roles including Vice-Chair of the OECD BIAC ELSA Committee, Member of the B20 Future of Work and Education Task Force, and Steering Group Member on the World Economic Forum's "Centre for New Economy and Society," Bettina drives impactful initiatives. She is a renowned advocate for board diversity as a Founding Member of "The Boardroom" and has been recognized as an influential figure in the staffing industry, earning prestigious titles such as "Staffing 100 Europe Influencer" and "Global Power 100 – Women in Staffing." Bettina heads Group Public Affairs of the Adecco Group, headquartered in Zurich, Switzerland.



## Jonathan Goldberg

Chairman of Global Business Solutions, bringing extensive qualifications and several decades of experience in labor law. He excels in leading negotiations at multiple levels, including plant, industry, and NEDLAC. As a trusted advisor, he helps clients navigate the ever-changing regulatory landscape. With key roles in various organizations and active involvement across industries, Johnny's expertise shines through strategic interventions, presentations, and his sought-after status as an advisor, speaker, and lecturer.



## Zanele Luvuno

With over two decades of experience in authenticity coaching, talent acquisition, executive search, and partner profiling. She is the CEO and founder of Metamorphosis Integrated Solutions, and a true expert in the people space. Her authenticity-driven approach sets her apart, allowing her to uncover hidden innovations and offer valuable opportunities encouraging individuals to “own their authenticity and recognise it as a lever for career success”. Zanele has successfully placed and coached individuals at all levels, gaining invaluable insights into workplace challenges. She understands the gap between organizations' value propositions and the reality faced by employees, sharing her expertise through radio appearances and published articles.



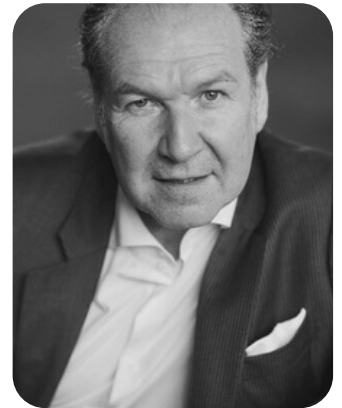
## Dr. Frank Magwegwe

Experience the extraordinary journey of resilience with our distinguished speaker from the University of Pretoria's Gordon Institute of Business Science (GIBS). From overcoming homelessness and financial hardships to emerging as a Harvard graduate, our speaker, affectionately known as “Dr. Mags,” embodies the power of resilience. Discover the captivating story of his fight against invisibility, and how he transformed adversity into an unwavering spirit of hope, courage, and compassion. Join us at the conference to be inspired by Dr. Mags' remarkable journey and learn how to cultivate resilience in your own life and in that of your team.



## Denis Pennel

With 25 years of experience as a Labour Market and IR specialist, Denis is a distinguished professional, a renowned author and sought-after keynote speaker in HR and Management. Recognized as a top global thought leader, he has published thought-provoking articles and actively participated in think tanks. As the Managing Director of the World Employment Confederation since 2005, he is responsible developing and executing strategies to represent the HR Services industry internationally. Denis's insights, honed through corporate and consulting roles, cover the future of work, governmental affairs, HR, and staffing.



## Khani Mhlongo

A seasoned HR professional with 18 years management & leadership experience providing strategic HR business partnering to Business Leaders, developed people strategic plans, led HR teams, and ensured competent teams to deliver people business operating plans successfully and facilitated change & transformational initiatives. A licensed Insights Discovery Practitioner. Founder of Think Career™ Holdings an emerging and next generation talent acquisition solutions and consulting firm operating in South Africa and Sub-Saharan & Career Indaba™ is an employment network online radio station broadcasting for Africa.



## Charles Cameron

Shaper of the New World of Work. Industry expert, Charles, brings over 20 years of invaluable experience in the recruitment and staffing sector. As Chief Executive of RCSA and Vice President of the World Employment Confederation, He is a passionate advocate for professional labor market intermediaries and advisers. With a proven track record in economics, risk management, compliance, and workplace law, Charles will share practical insights on the journey to developing a retained service module. Don't miss the opportunity to gain valuable insights and knowledge.

Greg Savage is a proponent of this model and says "The powerful irony is that a retained approach not only benefits the recruiter, it has huge advantages for the client, and crucially, the candidates. Everyone wins with retained"



## Natalie Singer

A distinguished leader in the staffing industry. She served as CEO of APSO and received accolades like the SACCI Association of the Year Award in 2011. Natalie's career highlights include advocating for industry recognition, labor law amendments, and navigating the Fourth Industrial Revolution's impact on South Africa. As a co-material developer and facilitator for the CAPES WITS specialist staffing programs, she has empowered numerous individuals to enhance their value in the job market. Natalie's commitment to progress continues as she drives compliance and job creation initiatives in collaboration with various organizations, including Business Unity South Africa (BUSA).



## Neil Carberry

CEO at the REC, the leading membership organisation for recruitment/staffing firms and individual recruiters. As a £35bn part of the UK's professional services sector, brilliant recruiters change our economy and do the same for candidates' lives – making great work happen everyday. At REC, we speak up for our fantastic sector, hold to professional standards and help firms and individual recruiters grow and understand the changing demands of the market. Non-Exec at Acas and Primary Academy Trust Director. Member of the Low Pay Commission 2014-21. RFU L2 qualified coach. Heart of Midlothian tragic.



## John Healy

Experienced Chief Executive Officer with a demonstrated history of working in the information services industry. Skilled in Negotiation, Sales, Operating Budgets, Market Research, and Management. A strong business development professional, business owner, entrepreneur, and gym fanatic.

I have ample experience in Business Development, Sales, and Marketing, but my most recent pursuit and passion project are Farosian, a company set to tackle the many problems presented by the rise of social and digital media. Farosian has blossomed into a truly unique company unparalleled in what we offer the world.



## Bev Jack

Through CAPES, the Confederation of Associations in the Private Employment Sector, Bev Jack represents BUSA, Business Unity South Africa, at various institutes; representing business both nationally and internationally. Originally qualifying as a school teacher, and throughout a long career in the corporate world, which included working in a leadership capacity for a listed entity, she has retained a passion for skills development and life-long learning.



## Jaintheran Naidoo

A registered industrial/ organisational psychologist with over 18 years of experience within the IO space. He has experience in various areas, including both the private and public sectors. His areas of passion lie in management/ leadership development, training facilitation and talent management strategy. His work has taken him around world, where he has facilitated HR interventions in countries such as Australia, Malaysia, Hong Kong and Mauritius.



## Farhad Bhyat

Experienced Chief Executive Officer with a demonstrated history of working in the information services industry. Skilled in Negotiation, Sales, Operating Budgets, Market Research, and Management. A strong business development professional, business owner, entrepreneur, and gym fanatic.

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## Sasha Knott

CEO of Job Crystal, started her career in IT and advanced from there, finding her passion for entrepreneurship and combining this with technology that works for the customer and often disrupts industries. Sasha's current goal is to make job seekers' lives easier while helping SMEs find talent fast and effortlessly, saving them both time and energy! Job Crystal's new system, Crystal AI, combines RecTech, AI, machine learning, and UX functionality making it easy to find the needle in the haystack for SMEs looking for talent. The vision is to #make a dent in unemployment (watch this space)!



## Henneri Crous

An experienced employer branding, recruitment process optimization, and candidate onboarding specialist, with a heart for helping companies build strong, effective teams. He has dedicated his career to improving the recruitment and onboarding processes for both employers and employees.

As an employer branding specialist, Henneri knows that the key to attracting top talent is creating a compelling employer brand that sets the business apart from its competition.

He, therefore, devotes time to developing and implementing effective branding strategies that communicate an organisation's unique culture, values, and mission so that it can attract and retain the right people.



## Karl Smith

Has worked in complex stakeholder environments. He has extensive experience gained from various roles in higher education, accountancy education implementation, working with various stakeholders, marketing and offering training programmes for some of South Africa's large and small corporate companies and professional organisations in the private sector.

He is responsible for leading The South African Institute of Professional Accountants (SAIPAs) Education, Training and Membership Support Unit to ensure the effective implementation of initial qualification through to the essential continuing professional development, compliance and contributing to strategy development and implementation.



## Richard Wahlquist

Chief Executive Officers of the American Staffing Association, the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA promotes the interests of the industry across all sectors through advocacy, research, education, and the promotion of high standards of legal, ethical, and professional practices.

Wahlquist is a member of the board of directors of the World Employment Confederation, representing the employment and talent solutions industry at the global level. He is also on the executive committee and board of directors of Jobs for America's Graduates, a national organization that has helped more than 1.7 million at risk students graduate and go on to success in careers and in their lives.



## Geraldine King

Geraldine King is Chief Executive at The Employment & Recruitment Federation (ERF) and a board member of The World Employment Confederation (WEC).

She is listed for the 5th year running in Staffing Industry Analysts top 100 EU leaders and in the top 150 Global power Women. She is a regular Global awards adjudicator and sits on the external advisory board for the digitalisation reform of public sector jobs in Ireland.



## Ayanda Mzondeki

Besides being the MD of Liyema, Ayanda is involved with various organisations and projects, she is also a graduate of the 2014 Goldman Sachs-GIBS 10 000 Women Certification Programme, an alumni of the 2016 Ernst Young Winning Women, a member of BWASA and WPO (Women Presidents Organisation). She is also Executive Director AfroFuture Tech, Director Dazzle Angel, and Director Impact Ray.



# CONFERENCE PROGRAMME

Attendees will be able to customise their own programme by selecting from a variety of sessions on offer.

Check our programme below.



**APSO CONFERENCE 2023**

**“DIGITAL WHERE IT MATTERS...HUMAN WHERE IT COUNTS”**

11th OCTOBER 2023 @ THE WANDERERS CLUB, JOHANNESBURG

07:00	08:50	Registration and Networking	
09:00	09:15	Welcome MC – Themba Robin	
09:15	09:30	APSO President Address – Zakhele Mgobhozi	
09:30	10:10	Keynote: Bettina Schaller – WEC President Future of Work & Role of our Industry	
10:10	10:50	Keynote: Johnny Goldberg – CEO CAPES Legislative Updates and Impact on Industry Operations	
10:50	11:15	Tea Break – 25 minutes	
11:15	11:50	Keynote: Zanele Luvuno “Authenticity – Why and How this impacts Talent Acquisition”	
11:50	12:00	Delegates move to Breakaway Rooms	
<b>12:00</b>	<b>12:40</b>	<b>BREAKAWAY SESSION A:</b>	
<p><b>(Number 1)</b> <b>Natalie Singer</b> “Partnering for Potential and Progress” Consultative Selling</p>		<p><b>(Number 2)</b> <b>Charles Cameron</b> “Say No to Bad Business” Retained Service Model (Australian Case Study)</p>	
<p><b>(Number 3)</b> <b>Henneri Crous</b> “The 5 points in a Tech Driven World” Redefining Talent Management</p>		<p><b>(Number 4)</b> <b>Farhad Bhyat</b> “Balancing AI and Human Expertise in Recruitment &amp; HR” The Human Touch in a Digital World</p>	

12:40	13:30	Lunch Break (50 minutes)	
<b>13:30</b>	<b>14:10</b>	<b>BREAKAWAY SESSION B:</b>	
<b>(Number 5)</b> <b>Natalie Singer</b> “Partnering for Potential and Progress” Consultative Selling	<b>(Number 6)</b> <b>Jaintheran Naidoo</b> “Agility - a learned behaviour that can be measured”	<b>(Number 7)</b> <b>Farhad Bhyat</b> “Balancing AI and Human Expertise in Recruitment & HR” The Human Touch in a Digital World	<b>(Number 8)</b> <b>Karl Smith</b> “Re-imagining the Future” Lessons for the Recruitment Professional
14:10	14:15	Delegates move back to Plenary	
14:15	15:00	Panel Discussion 1 Global Country Perspective Neil Carberry, Richard Wahlquist, Geraldine King, Denis Pennel, Charles Cameron Chair: Bev Jack	
15:00	15:20	Tea Break – 20 minutes	
15:20	16:00	Panel Discussion 2 “Digital where it matters, human where it counts. Balancing human interaction with technological efficiency “ John Healy, Neil Carberry, Sasha Knott, Ayanda Mzondeki Chair – Khani Mhlongo	
16:00	16:40	Keynote: Dr Frank Magwewe Resilience (Individual, Team, Organisational)	
16:40	16:55	Prize Giving & Close	
17:00	19:00	Canapés & Drinks – hosted by CAPES	

**\*Programme may be subject to modification\***

# SPONSORS

APSO would like to thank all our sponsors for their continued support of the Association. As an NPO your support is highly valued and enables us to deliver a content rich conference at an affordable price.

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