



CaseStudy

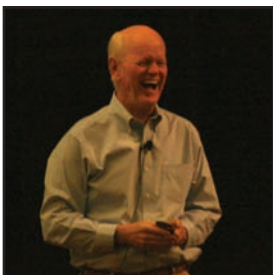
Ticketmaster's Mike Baumgartner at The HR Forum: The best contacts, the best vendors, the best ideas



One-on-One Meetings



Group Meetings



Conference

Now a top-level talent management executive for Ticketmaster, Mike Baumgartner's leadership experience spans more than 20 years, most of it in HR and talent acquisition/development. During those years, he's provided senior-level leadership for companies ranging from Johnson & Johnson and Sensomatic to Ready Pac. Over the past decade, the HR field has changed dramatically, and so has Baumgartner's role in it. But one thing has remained constant: the immense value he finds in The Human Resources Forum.

"I've been attending The Human Resources Forum since its first days aboard the Queen Elizabeth II cruise ship. I've attended ten times, through multiple jobs, and I always have a new set of challenges when I come. I almost make it a condition of employment that I can attend, because I consider it the premier event for HR strategy and knowledge. It's met my needs every time."

"All my best contacts come from the Forum. In fact, every new vendor I've used in the past nine years has been acquired this way, either directly or through a connection I made here. Even this year, in difficult budget times, I'm in active conversations about talent solutions for our 1,200 US based employees with two suppliers I met here. And when it comes to applicant tracking systems and recruiting strategies, I recently fired someone to go with PeopleClick, yet another supplier I met here."

The right vendors, represented by the right decision-makers

"I don't want to talk to people I train my executive assistant to screen out," says Baumgartner. "At the Forum, I don't have to. They wouldn't be on my schedule if I didn't have something we needed to talk about. As much as they're picking me, I'm picking them. They've got a full profile on me, and vice versa. That's the right way to do it – and it's why I get more done in 18 hours here than I would in five days at SHRM."

MIKE BAUMGARTNER
Director, Human Resources, Ticketmaster

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Mealtime Meetings

“Even better, I’m rarely talking to a low-level sales rep here. Maybe it’s the Vice President of Sales, or even the CEO. It’s not someone with a pricing sheet and a quota: it’s someone who can make decisions. I don’t find that at SHRM. There, whoever’s in the booth is the youngest or the prettiest. And I don’t need a squishy ball! At the Forum, everybody’s respectful of their counterparts’ knowledge, and their level in the organization.”



Networking

Even the Forum’s speed networking is valuable, adds Baumgartner. “It’s a no-holds barred, no-nonsense, quick conversation: *‘Here are my needs. Can you meet them? If so, cool, here’s my card – let’s talk more. If not, that’s fine, too,’* and on to the next. Sometimes, I might say, *‘I have nothing for you now, but I’ll introduce you to someone who does.’* Both suppliers and delegates make some excellent connections that way.”



Conference

Delegates with the power to get the job done

“The delegates I meet at the Forum are all involved in HR at the senior level, says Baumgartner. “You never hear: ‘I don’t have the power to fix that.’ These are people who *do* have the power. This is the leadership of HR.

“The dinners and roundtables are incredibly informative. Some of my best business relationships have started by meeting like-minded people there – even people who aren’t in my industry.”

“At this year’s social networking roundtable, I met some brilliant people who are taking on the same challenges as I am. Everyone has a fledgling set of social networking policies: some stress one area, some another, but nobody covers the full spectrum of issues. This is crucial to us at Ticketmaster, because we actively monitor what people are saying about us, and 80% of our own employees have Facebook pages. They’re the face of our company: what they do is critical. How do we manage that? We exchanged some great ideas, I came away with a stack of business cards, and months later, we’re still exchanging ideas.”

“In fact, people I’ve spoken to at the Forum have forwarded my information to others who didn’t attend. I get calls second- and third-hand from conversations I had here. No other conference has ever done that for me.”

THE HUMAN RESOURCES FORUM is possibly the most powerful event connecting senior HR executives at leading U.S. companies with US & Global suppliers of HR products and services. Senior HR executives who meet clear qualification standards are invited to participate in a strategic conference program tailored to address their most urgent business challenges. They spend two days networking with senior-level colleagues in a relaxed but professional, distraction-free environment. These senior executives can meet one-on-one with the suppliers of their choice, enabling them to access and rapidly evaluate the field’s highest value solutions.

To learn more about participating as a delegate please contact BRIELLE POPE at 212.651.8713 or bpope@richmondevents.com