



WWW.WORKLAND.COM

JULIE HUBERT

EXPERT SPEAKER ON RECRUITMENT 5.0

« I help organizations win the war for talent and become successful at attracting and recruiting the best candidates, no matter the context. »

CEO • CMO • SPEAKER • EXECUTIVE TRAINER • HR AND MARKETING STRATEGIST



RECRUITMENT & RETENTION

#1 concerns of business leaders



ATTRACTION

- **90%** of organizations say talent attraction is challenging
- **3X** = the average increase in hiring costs
- Compensation is now **#1** in selecting an employer
- Globalization of talent = **Exponential** growth of pools



RETENTION

- **50%** increase in overall turnover rates
- Declining loyalty: **73%** of workers open to opportunities
- **Corporate culture** issues in virtual work environments



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The world has completely changed and the labor shortage is actually the biggest excuse for a lack of tools, knowledge and outdated recruitment methodologies and retention practices.

- Julie Hubert, President of Workland -

BIOGRAPHY

JULIE HUBERT, MBA

CEO @ Workland
CMO @ Dream Big Marketing
Trainer & executive mentor @ HEC
High-impact Speaker for 10 years

UNIQUE EXPERTISE

Workforce Attraction and Retention,
HR Marketing, Employer Branding,
Recruitment Technologies, Marketing
and Scale-up Management.



ABOUT JULIE

Julie Hubert is the CEO and Co-Founder of Workland, a Montreal-based recruitment technology and services company. With a Bachelor of Commerce from Concordia and an MBA from McGill University, both with a specialization in marketing, she has a unique expertise combining the best practices of 5.0 recruitment: HR Marketing, human expertise and advanced technologies, including AI. She has over 20 years of experience in marketing strategy and brand management, which she has applied in a cutting-edge way to the HR field over the past 12 years. She is also a mentor and executive trainer for HEC University in Montreal.

To schedule an event or an interview
service@workland.com

SPEAKING TOPICS



RECRUITMENT 5.0

How to win the new war for talent



THE GREAT MYTH OF THE TALENT SHORTAGE

11



DAVID VS GOLIATH

Recruitment strategies for small and medium-sized businesses



MYTHS & LIMITS OF AI IN HR



THE ERA OF CANDIDATES

How to fight the the revenge of talent?

CONTENT CAN BE ADAPTED TO THE NEEDS OF YOUR EVENT AND YOUR AUDIENCE.

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WHAT PEOPLE ARE SAYING

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Out of a 3 day event with multiple speakers and presenters, Julie Hubert's conference on Recruitment 5.0 was the most appreciated according to post-event surveys.

**GOVERNMENT OF CANADA
REGIONAL CONFERENCE**

“

Very dynamic session, clarity of content presented, excellent knowledge and mastery of the subject, concrete solutions and very attentive to the needs of the audience. Julie Hubert is really passionate about HR, I was motivated from 9am to 5pm and virtually on Zoom... that's quite an achievement!

**EXECUTIVE TRAINING PROGRAM AT
HEC MONTREAL UNIVERSITY**

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Julie Hubert is a truly inspiring panelist who brings a visionary and fresh perspective on the future of work and talent, as well as concrete recommendations that are easy to put into action quickly.

**CONCORDIA'S ANNUAL
NEXT CONFERENCE**

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Super relevant presentation to current recruitment challenges! I would have liked the session to be even longer because the subject and content were so interesting.

**CONFERENCE AT THE QUEBEC
ASSOCIATION OF
TECHNOLOGIES (QAT)**





AS SEEN IN



SXSWL

HRD
HTechSummit
TORONTO

CRHA

HEC MONTRÉAL

TVA



Fédération
des cliniques
de physiothérapie
du Québec

CONTACTS

CONTINUE THE DISCUSSION

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