

ERA

CONFERENCE 2016



Tuesday 19th April 2016

Sadler's Wells Theatre

Rosebery Avenue, Islington, London EC1R 4TN, UK

Featuring: The ERA Researcher of the Year Award 2016

Welcome

Welcome to the 14th Annual Conference of the ERA. Established more than 30 years ago, the ERA continues to promote executive research and talent intelligence as indisputably the most important part of the executive search process.

The Annual Conference is the principal event in the ERA's annual calendar. As an unrivalled networking event it brings together executive research and search professionals from all over the UK and Europe. Our guest speakers are selected to stimulate and educate and to ensure delegates come away from the Conference feeling they have not only enjoyed the day but also gained valuable knowledge and insights which they can utilise to enhance the way they operate on a day to day basis.

During the last year the ERA has once again expanded its range of events and training and development activities for the benefit of members and non-members alike. We are grateful to all those who participate in and support these many events.

Thank you from the ERA Committee for attending our Conference. We truly hope you have a great day and look forward to your valuable feedback which is valued and acted upon.

The ERA committee

 Follow us today on twitter @E_R_A #ERACONF #ERAROTY @Sadlers_Wells

Agenda

10.15am Registration & Refreshments	1.45pm Mini Workshop with Holly Fawcett - Curriculum Development Manager at Social Talent
10.30am Welcome by ERA Joint Chairman - Mark Senior	2.30pm Mini Workshop with Karen Blakeman - Freelance Consultant at RBA Information Services
10.45am Speaker - Conni LaDouceur - Founder, President, Chief Sourcing Strategist & Trainer Extraordinaire at ExecuQuest Corp	3.15pm Refreshment break
11.30am Sponsor presentations	3.30pm Speaker - Terry Edwards AKA 'The Renegade Recruiter'
11.45am Roundtable discussions Group 1 & 2	4.30pm ROTY presentation & closing address
12.15pm Speaker - Martin Lee - Head of Sourcing & Research EMEA APAC at Kelly Services	4.45pm Networking event - wine & nibbles
12.45pm Lunch	5.30pm Event ends

The Art of the Call: Recruit like FBI Agents, the Original Social Engineers

Conni LaDouceur Founder, President, Chief Sourcing Strategist & Trainer Extraordinaire - ExecuQuest Corp

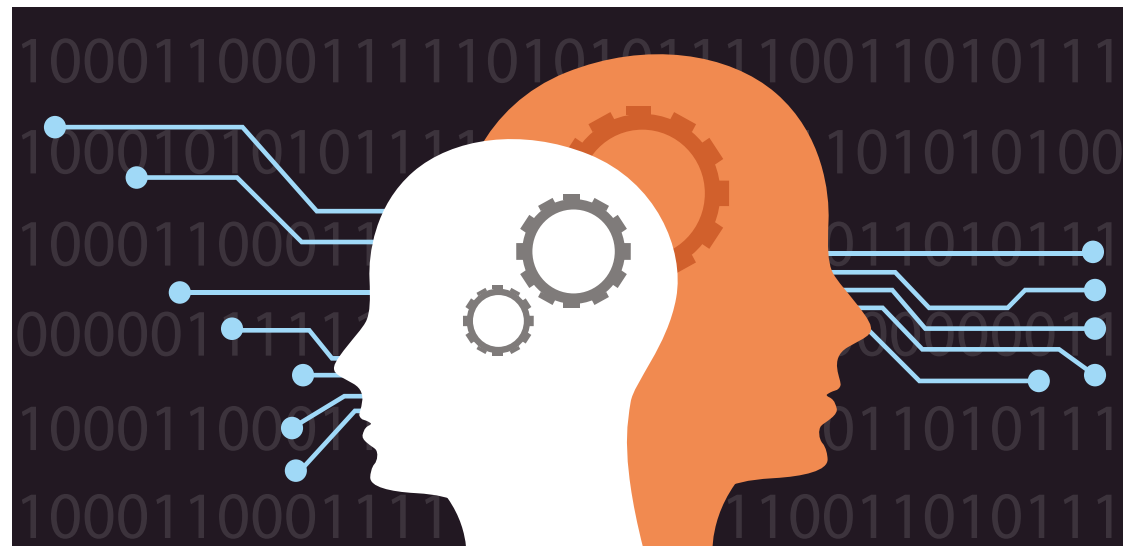
Learn the efficient, metrics-driven process to recruit the best candidates online and by phone and, like FBI Agents, learn the what-you-say and what-you-don't-say via NLP/Neuro-linguistics programming. Conni LaDouceur, President and Chief Sourcing Strategist, ExecuQuest Corp., will share efficient internet results and dissect actual calls identifying on-target talent to hire or place the most qualified talent, not the most. Hear how you identify complete intact teams, reporting relationships, direct dial numbers, email addresses, etc., in any industry, any function, worldwide, from individual contributors to senior management with empowering sourcing best practices. Excel in recruiting for the most challenging open positions via this fun, fearless formula and improve your reputation as the Deliverer of Results!

LinkedIn has raised the bar for recruiting performance. Now that the playing field is levelled, how are you distinguishing your results? The over-bearing focus on talent identification is now obsolete. PRIMARY RESEARCH, as opposed to all research found online, is the use of human network

to access meaningful intelligence. Phone research and outreach continues to distinguish great researchers' and recruiters', and more importantly their companies', candidate quality results.

This compelling, competitive skill will drive business growth in 2016.

I present internationally on advanced internet and phone sourcing strategies and techniques, incorporating all other speakers' tools and tips, for high performance recruiting and talent acquisition. What search has been the most challenging? Have you contacted the most qualified talent or those who are easiest to find? We excel in an efficient, metrics-driven process to recruit the best candidates online and by phone via tried-and-true sourcing best practices. Let us share our results and learnings with you.



Advanced LinkedIn searching and the importance of cross referencing

Martin Lee Head of Sourcing & Research EMEA APAC - Kelly Services

Martin Lee is VP, Head of Sourcing EMEA & APAC for Kelly Services, a Fortune 500 company. He heads the delivery of Kelly's sourcing centres and works with Kelly customers on innovative sourcing

techniques. He trains internal staff on latest data mining and search techniques and remains a hands on sourcer.

In his presentation he will look at advanced ways to search LinkedIn no matter which licence you have, search tactics and techniques. How and why you should cross reference against other platforms to maximise your results.



Roundtable 30 minute discussion groups

Group 1

Facilitated by **Liz Shay** - The Miles Partnership and Sarah Thewlis - Thewlis Graham Associates

Recommended attendance for In House Research Teams and Search Companies

- The Candidate Experience
- It's a candidate market
- We are working with time poor individuals
- Are there tips to ensure a positive candidate experience?
- How do we differentiate/ensure that we attract retain interest and move forward with candidates for our clients?
- How do we ensure that, successful or unsuccessful, a candidate remains warm to us and to our clients?

Group 2

Facilitated by **Carol O'Driscoll** - Archer Search and Leonora Gilliat - Gilliat Moray

Recommended attendance for independent or freelance researchers and firms providing research

- Freelance vs. In-house
- Building a pipeline
- Managing Clients and their expectations
- Keeping up with the times
- How useful do you find your ERA membership? What could we do better?

Mini workshop: Using the Universal Search Method and Easy Hacks to Source on Any Search Engine

Holly Fawcett - Curriculum Development Manager - Social Talent

Sometimes it's the simplest methods that make sense of the most complex situations. In this session, Holly will cover:

- How the Universal Search Method works, and why you should base all boolean strings off it

- How to write your string in a way that'll suit the maximum number of search engines
- Easy hacks for adapting your string for stubborn search engines in a flash



Mini workshop: Searching Google Like a Pro

Karen Blakeman - Freelance Consultant - RBA Information Services

Google has not only changed the structure of its company but has also significantly altered the way in which it analyses and carries out searches. Much of what you knew about Google a year ago no longer applies.

This session will look at:

- Changes to how Google conducts search - artificial intelligence, emphasis on mobile search,

impact of the extended "right to be forgotten", extreme customisation

- How the changes affect in depth research
- Advanced search strategies - what is still available, getting the syntax right



The Secret Formula for Attracting More Clients and More Candidates while you Sleep

Terry Edwards - MD Drew Coaching AKA 'The Renegade Recruiter'

His sole aim is to help Recruitment and Search firm owners like you generate leads, earn more money and work fewer hours.

Terry is a world leading Recruitment and Search Business marketing expert, and author of three top selling books for the Recruitment and Search industry.

- Seven Deadly Threats To Your Recruitment or Search Business & How To Avoid Them
- The Persuasion, Influencing & Sales Recipe for Recruitment & Search Firm Owners
- The Recruiters LinkedIn Lead Rush for Recruitment or Search Firm Owners

He is also the Founder of the Recruitment Marketing Academy and the creator and facilitator of the Recruitment Marketing Mastermind.

Terry directly and indirectly influences more than 30,000 recruiters worldwide with his blogs, books; videos; CDs; Coaching and weekly podcast.

He is considered a Champion of the Recruitment and Search industry.

Here's what you'll discover:

- No BS, and zero fluff lead generation techniques.
- Why you should never ever cold call and what you must do instead.
- How to get business even while you're sleeping.
- Secret online strategies to attract clients and candidates.
- Why clients will never ever buy from you and what to do about it
- Why Facebook is even better than LinkedIn for you.
- Secret ninja techniques to increase your personal earnings in 90 days or less
- And so much more...



Sponsors - With thanks to our sponsors



FileFinder Anywhere Essentials is the only web based Executive Search platform. Available through virtually any browser on virtually any device, it is the only product with true integration with both Microsoft Outlook Desktop Edition and Microsoft Office 365. Fast, flexible and easy to use, these are just some of the reasons why FileFinder products are used by more executive search firms than offerings from our two largest competitors combined.

visit our stand at the conference to learn more.



Invenias is the world's leading cloud-based platform for executive search and strategic hiring teams. Our passion for creating powerful, yet easy-to-use software has revolutionised the experience and expectations of the executive search profession. The Invenias platform enables you to deliver search assignments more effectively and transform the productivity of your operations. Invenias' simple and intuitive applications allow you to capture and leverage the high value data, knowledge and insight within your organisation's professional network and drive full adoption and user participation across your team.



ERA Researcher of the Year Award 2016 - ROTY

As a profession executive research can be left in the shadows by the more high profile role of headhunting. One of the remits of the ERA is to raise the profile of the research profession and the ROTY award is a good way to recognise excellence in our sector.

The Award was set up in memory of Stephanie Pratt a young and promising executive researcher and ERA committee member who sadly lost her battle with cancer in 2011.

The Award now enters its fourth year and is kindly sponsored by nbi.

Past winners

2013 Sheana Dudley
Research Director International

2014 Jenesis Squires
Research Europe

2015 Diana Watson
Henley Research International

Award Judges

Chairman of Judges - Jocelyn Buxton
Freelance Consultant & Founder
ERA Member

Judge - Simon Stephenson
MD - SRA & Former Chair of ERA



Delegates List

Carol O'Driscoll	Archer Search	Christian Henning	Microsoft
Heather Travis	Armstrong Craven	Michael Kenway	Microsoft
Oliva Wynn	Armstrong Craven	Christian Henning	Microsoft
Amber Burns	Armstrong Craven	Lisa Davies	The Miles Partnership
Carin Whitney	Armstrong Craven	Alex Sidebottom	The Miles Partnership
Jo Bibby	Armstrong Craven	Will Gurton	The Miles Partnership
Candida Rogers	Artemis Research	Jess Carling	The Miles Partnership
Ciona Sutton	Artemis Research	Nahiba Khan	The Miles Partnership
Jody Taylor	Artemis Research	Liz Shay	The Miles Partnership
Paul Cooper	Barracuda Search	Jan Muir	Oaktree Consulting
Mark Dupont	City Search Maps	Omar de Bary	ODB Executive Research
Simon Stephenson	Corporate Executive Research CER	Rick Allan	Page Executive
Sonya Williams	Dillistone	Blanche Anderson	Research Europe
Owen Brown	Dillistone	Fanni Rintakumpu	Research Europe
Margaret Jaoudi	Dillistone	Stephen Buchanan	Research Europe
Yann Le Leyour	Dillistone	Karen Blakeman	RBA Information Services
Sue Busby	Elan Rouge Ltd	Richard Lowe	RBL Associates
Conni LaDouceur	ExecuQuest Corp	Liz Kilford	RBL Associates
James Scholfield	Fortune Hill	Kelly Jae Lowe	RBL Associates
Tarek Sebiat	Fortune Hill	Katie Field	RBS
Jeremy Crampin	Fortune Hill	Sheana Dudley	RDI UK
Jocelyn Buxton	Freelance Consultant	Claes Zackrisson	RSA
Penny Keatings	Gatenby Sanderson	Helen Watson	RSA
Leonora Gilliat	Gilliat Moray	Kelly Kerr	RSA
Louise Haines	Hays Executive	Christine Horyslawsky	Sapphire International Executive Search
Sarah Cowell	Hays Executive	Andy Headworth	Sirona Consulting
Nicola Jenkins	Hays Executive	Stephanie Neale	SJN Consulting
Helen Davies	Henley Research International	Holly Fawcett	Social Talent
Diana Watson	Henley Research International	Katharine Robinson	Sourcing Hat Ltd
Ross Highfield	Henley Research International	Gillian Young	Stainsby Associates Ltd
Marion Le Bihan	Henley Research International	Natalie Hannabuss	Strategic Dimensions
Mark Senior	Henley Research International	Caroline Robinson	Talent Port
Lara Dineen	Invenias	Sarah Thewlis	Thewlis Graham Associates Ltd
David Grundy	Invenias	Sarah El-Rasoul	Travis Research Europe
Ken Field	Invenias	Rebecca Cunningham	Travis Research Europe
Verity Shepley	Jeva Consulting	Martine Scott-Gordon	Warren Partners
Yvette Bloxham	John Lewis	Justin Robertson	Warren Partners
Martin Lee	Kelly Services	Mandeep Singh	Write Research Company
Stephanie Binning	Labyrinth Search	Zara Sheriff	Write Research Company
Terry Edwards	MD Drew Coaching		

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