



**EXECUTIVE
RESEARCH
ASSOCIATION**

2017 ERA CONFERENCE

Wednesday 3rd May 2017

Sadler's Wells Theatre Rosebery Avenue, Islington, London EC1R 4TN, UK

Welcome

The ERA Committee would like to extend a warm welcome to our 15th Annual Conference. This is the most significant day in the ERA's calendar, bringing together delegates from near and far, all of whom share the common ground of being involved in executive research, search and talent intelligence.

Our 2016 Conference was well attended and the feedback we received on the programme and speakers was very positive. This encouraged us to organise an Autumn Conference in November 2016 which featured more of the same - speakers talking about topical issues in a fast-changing environment for executive researchers.

Today promises to be another full and informative day - our guest speakers have been selected for their specialist knowledge. We hope their topics are relevant and that everyone takes away something useful which can add value to their everyday activities.

Aside from conferences, the ERA continues to offer its programme of training events and webinars throughout the year. We remain a joint venture partner with the AESC in offering our members the Professional Development Certification Programme. We also invite members to make use of our "Virtual Coffee Machine" - a Facebook forum for research professionals to chat and discuss topical issues amongst colleagues.

Thank you from the ERA Committee for attending the Conference. We truly hope you have a great day and look forward as ever to your feedback on the day.

The ERA committee



Agenda

09.45am	Registration & Refreshments
10.15am	Welcome by ERA Joint Chairman - Mark Senior
10.30am	Keynote Speaker Presentation Kevin Green - Chief Executive - REC
11.00am	Workshop Session Mark Williams - Independent LinkedIn Trainer aka "Mr LinkedIn"
11.45am	Workshop Sessions with Dillistone - Gold Sponsors
12.05pm	Roundtable discussions
12.45pm	Lunch
1.45pm	Workshop Session with Invenias - Gold Sponsor
2.05pm	Speaker Presentation Paul Holloway - Executive Recruiting Director Global Executive Talent Acquisition - Microsoft
2.50pm	Workshop Session Katharine Robinson - Consultant & Owner - Sourcing Hat Ltd
3.35pm	Refreshment break
3.45pm	Speaker Presentation Warren Kemp - CEO - Recruitment Matters International
4.30pm	Researcher of the Year (ROTY) Presentation & closing address
4.45pm	Networking wine & nibbles with prize draw
6.00pm	Event ends

2017 Keynote presentation

Kevin Green Chief Executive at REC

- **From people issues to a full blown talent crises**
- **The UK jobs market the good, the bad and the ugly**
- **The Brexit challenge to skill & talent shortages**
- **What employers need to do and what this means for researchers and executive search**

Kevin Green has been the Chief Executive of the Recruitment and Employment Confederation since June 2008. The REC is the professional body for the UK's 28.7 billion private recruitment industry.

Since arriving at the REC, Kevin has improved its offering to members; this has included the introduction of account management, the established Institute of Recruitment Professionals. Kevin is also VP of Ciett the Global representative body for the recruitment industry. He chairs the national federations committee.

Before starting at the REC, Kevin worked for the Royal Mail from 2003 to 2008. His last role was HR Director for Royal Mail.

Letters; where he was responsible for all people-related issues for the business with 165,000 employees. He was part of the leadership team which transformed the business from losing £1

million a day in 2003 to making over £600 million profit in 2007.

Prior to this, Kevin was Managing Director of Qtab, a successful strategic HR consultancy that specialised in assisting businesses to develop and implement their people strategies. His clients included Lloyds TSB, First Choice, Fuji, Orange and Unilever. Kevin has a Post Graduate Diploma in Personnel and is a Fellow of the CIPD and IRP writing many articles on HR Strategy and Organisational Change. He is a much sought-after speaker on subjects such as the future of resourcing; using people strategies to improve competitiveness and how to undertake people-centric organisational transformation. He is also a regular contributor to BBC radios 5's Wakeup to Money and the Today programme. Kevin has also made many TV appearances on ITV, Channel 4, Sky, Jeff Randall live, Newsnight and BBC news commenting on the UK employment market. Kevin is married, has a son and is an Arsenal season ticket holder.



LinkedIn: New interface = New opportunity.

The positive benefits of LinkedIn's new design

Mark Williams – Independent LinkedIn Trainer aka “Mr LinkedIn”

Following a career spanning 20 years in the recruitment industry Mark set up ETN LinkedIn training in 2008. Since then he has trained thousands of LinkedIn users from a diverse range of industries and roles.

He is also an accomplished keynote speaker, blogger and award winning podcaster with his popular weekly show 'LinkedInformed'.

Mark's passion for his niche subject shines through as he enthusiastically demonstrates why LinkedIn is such a key business tool.



LinkedIn - <http://uk.linkedin.com/in/mrlinkedin>

Twitter - @mr_linkedin

Google+ - <https://www.google.com/+MarkWilliams-MrLinkedIn>

Facebook - <https://www.facebook.com/pages/Mr-LinkedIn/303574188709>

Email - mark@mrlinkedin.co.uk

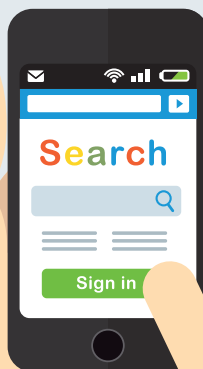


Being productive using search software

Invenias mini workshop

How can you use your search software to drive an efficient and effective research process? Join Ken Fifield, Senior Sales Executive at Invenias, for a workshop and demonstration of how getting the most from your search software will foster a collaborative approach, enrich the quality of data held and will transform the productivity of the research professional.

invenias 
powering your search for talent



How Research Changed the Game for Executive Talent Acquisition at Microsoft

Paul Holloway Executive Recruiting Director Global Executive Talent Acquisition - Microsoft

Microsoft's only constant is change and the most recent transformation process has demanded that it hires evolving types of talent, but first it has to understand the new talent landscape. Paul's talk will guide us through how Microsoft started looking differently at talent through the help of Research and how this more focused lens helped it make bold changes in the way it acquires senior executive talent.

Paul Holloway leads the Global Executive Talent Acquisition team for Microsoft for the international geographies outside of North America. He currently leads the Recruiting team prior to which he built and led the Research and Sourcing functions. Paul originally competed as a Dressage rider, before a short stint in secondary school teaching he then found his way in to Recruitment and has never looked back! After nine years in consultancy and three and half years leading the

global Sales and Marketing recruiting team for Nokia, he joined Microsoft back in 2013. He is passionate about the importance and effectiveness that Research adds to a successful Search. He holds an MA in Coaching and Mentoring Practice from Oxford Brookes and is a qualified NLP Practitioner. In his spare time he climbs mountains, peddles his way along cycle tours, swims, spins, is a member of a contemporary dance company, and enjoys the many delights of London's arts and cultural scene.



Sourcing outside of LinkedIn

Katherine's top 5 tactics to help you search more broadly

Katharine Robinson - Consultant & Owner - Sourcing Hat Ltd

Katharine Robinson has spent almost a decade honing her Internet sourcing skills. She is one of only a handful of people to hold the title of GrandMaster Sourcer - an accolade awarded by SourceCon for winning a series of their challenges. She has experience in Executive Search and In-house recruiting teams at companies like Capgemini and Pepsico.

Katharine now leads community programmes at CVM People. She also works with the resourcing team at CVM to ensure that no stone goes unturned

in the search for the best possible talent.

As part of her commitment to growing Internet sourcing capability in the UK, Katharine has run the UK Sourcers Network since 2009 and she started the AirSource podcast and radio show this year.



GDPR – The Ramifications for Executive Researchers

Dillistone mini workshop

GDPR – the new data protection rules being implemented in May 2018 – has the potential to change Executive Search forever. Alex James has hosted webinars and client meetings on the topic for literally hundreds of search firms and will be happy to share advice and guidance with researchers on this vital topic.



Candidate centricity. “How to woo and win over the most hesitant of candidates”

Warren Kemp – CEO – Recruitment Matters International

With only 25% of people looking to move job at any one time (and all mainstream recruitment firms being all over them like a rash) the role of the executive researcher is to win over the other 75%. InMails & emails can potentially make you seem like a contingent recruiter. And that is the issue you face - being tarred with the same contingent multi-agency approach brush. And that's both online and over the phone.

Warren's session will give you tips, tactics & techniques to woo and win over the most hesitant of candidates in a way that strengthens your brand along the way.

Entered the recruitment industry in the early 90's, setting up and running a boutique executive search firm. Warren founded RMI in 1998 and since then he has become one of the best known trainers, speakers, and advisors within the recruitment sector.

As well as continuing to run occasional retained recruitment assignments, his management consultancy and training work has involved:

- Helping grow a legal recruitment firm from 7 staff to 74, and then selling the company for an 8 figure sum
- Authoring 3 business books
- Working with recruiters from 25 countries worldwide
- Running more headhunting and business development courses than any other trainer around today
- Guest speaker at numerous recruitment industry events
- The author and voice behind ku.dos, a 24/7 learning platform



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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.



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ERA Researcher of the Year Award 2017 – 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 fifth year and is kindly sponsored by Not Actively Looking.

Past winners

2013 Sheana Dudley
Research Director International

2014 Jenesis Squires
Research Europe

2015 Diana Watson
Henley Research International

2016 Zara Sheriff
Write Research

Award Judges

Chairman of Judges

Jocelyn Buxton Freelance Consultant
& Founder ERA Member

Judge

Simon Stephenson

MD - SRA & Former Chair of ERA



Get in contact with us

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