

## ERA Upcoming Events

### The ERA & AESC Researcher Professional Development Certification Program

Monday 7th November - Thursday 10th November 2016

ERA Members only - ongoing throughout the year.

### November 2016 - International Webinar

Wednesday 16th November 2016 - International Webinar - with Martin Lee 5pm (16.00hrs) PST and 9am (UK - GMT)

Webinar with Martin Lee, Head of Recruitment Services EMEA & APAC - Brain Gain Recruiting.

### November 2016 - Beginners Guide To Research - Part 2

Wednesday 30th November 2016 - 1.30pm - 4.30pm

Course Content: Identification of Candidates - Getting past the Gatekeeper - Handling Objections.

### February 2017 - Beginners Guide To Research - Part 3

22nd February 2017 - 1.30pm - 4.30pm

Course Content: Engaging with Candidates - Qualification of Candidates - Sourcing - Candidate experience & Trouble Shooting.

### March 2017 - Beginners Guide To Research - Part 4

29th March 2017 1.30pm - 4.30pm

Course Content: Project Management - How to manage multiple projects - Time Management - Scheduling - Managing client expectations.

### May 2017 - ERA Annual Conference & ROTY Award

Wednesday 3rd May 2017

Sadler's Wells - London.

For details and further information please visit [www.theera.org/events](http://www.theera.org/events)

## Sponsors

With thanks to our sponsors

Gold

**invenias**  
powering your search for talent

**FileFinder**  
Anywhere

Silver

**HAYS** Recruiting experts worldwide

Bronze

**RESEARCH EUROPE**

**CER**  
SOURCING

**ARMSTRONG CRAVEN**

**nbi**

For more information about the ERA

Visit: [www.theera.org](http://www.theera.org)  
Call: 01442 828846  
Email: [info@theera.org](mailto:info@theera.org)

# ERA

## Autumn Conference & Networking Event



Tuesday 1st November 2016  
1.30pm - 7pm (GMT)

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



# Agenda

**1.30pm** Registration & refreshments

**2.00pm** Welcome by ERA Joint Chairman -  
**Mark Senior**

**2.15pm Boolean & Google - Martin Lee**  
Head of Recruitment Services  
EMEA & APAC - Brain Gain  
Recruiting

**3.00pm** Comfort break

**3.15pm Roundtable discussions groups**

**4.15pm Katrina Collier**  
Chief Searchologist | Social  
Recruiting Trainer & Speaker

**5.00pm** Networking event - drinks & nibbles

**6.00pm** Canapés

**7.00pm** Event ends

## Martin Lee

Head of Recruitment Services  
EMEA & APAC

*"Boolean & Google"*

As researchers we have to be able to find information across multiple places. Google (and other search engines) open the doors to a wealth of useful information but we need to know how they work and how to use them to filter down from the estimated 60 trillion web pages to what we want to see.

In this session Martin will give an overview of how Google has changed and how to search it effectively including some lesser known areas plus how it compares to other search engines. Boolean operators, when and where you should use them and sometimes why you should not use Boolean at all! Some practical examples of how to find employee lists and contact information should make an informative and insightful session.



Martin is the lead instructor for [www.sourcingcertification.com](http://www.sourcingcertification.com) covering EMEA & APAC, prior to this he was VP, Head of Sourcing & Research for Kelly Services. He remains hands on working on research projects across various countries and develops many unique search and research methods by himself and with his partners.

Martin has almost 20 years experience in recruitment, starting in an IT contract agency. He worked as a hands on recruiter sourcing for hard to find skills for almost 12 years. He then headed the delivery of two recruitment research companies where the remit was always "find everybody".

Before joining Brain Gain he was VP, Head of Sourcing & Research EMEA & APAC at Kelly Services where he oversaw all sourcing and candidate engagement strategies. He understands the differences in recruiting across different countries and remains a hands on sourcer whilst consulting with Brain Gains customers on best practices.

## Roundtable discussion group 1

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

Recommended attendance for in House  
Research Teams and Search Companies.

## Roundtable discussion group 2

Facilitated by Carol O'Driscoll  
Archer Search

Recommended attendance for independent  
or freelance researchers and firms providing  
research.

## Katrina Collier

Chief Searchologist | Social  
Recruiting Trainer & Speaker

*"Finding new recruits online is easy;  
getting their response is an art!"*



The explosion of social media has enabled companies direct access to people like never before and in 2016 using social media for recruiting is not a new concept. But with the explosion came the noise and recruiters must work smarter if they want to engage & attract candidates to their roles.

- Discover tools that you can use to map across social networks to improve candidate engagement.
- See real examples of companies who are getting it wrong (and why) and learn from those who are getting it right.
- Simple steps that you can implement immediately to maximise your return on social recruiting

Chief Searchologist, Katrina Collier, has been showing SMEs to Corporates around the globe how to source their staff on social media since 2009; using knowledge gained from over a decade of in-house and third party recruitment and social recruiting experience. London UK based, Katrina is a social recruiting specialist; a global trainer and speaker, sharing proven techniques that are always outside of the box.

Katrina is one of The 100 Most Influential People in HR & Recruiting on Twitter and her social recruiting opinion is quoted in HR Review, SHRM, The Staffing Stream, and Cambridge University's Strategies for Success. She is a regular HR & Recruitment keynote speaker, recently at SourceCon, SOSU Sourcing Summits in Australia, New Zealand, Europe & Asia, Social Recruiting Strategies Conference in San Francisco & Dallas, TMA's Talent Acquisition Summit, In-House & Recruitment Agency Expos, RecruitDC, and to the Singapore Government.



## Wifi Details

Network: SWT-EVENTS | Password: Apollo11 (case sensitive)

