



ERA

2018 Spring Conference & ROTY Award



**Wednesday 25th April 2018
9.45am - 6pm (BST)**

Sadler's Wells Theatre

Rosebery Avenue, Islington, London EC1R 4TN, UK

Welcome

It seems no time at all since our Autumn Conference and Networking Event, but here we are, back at Sadler's Wells once again, this time for our flagship event, the ERA's 16th Annual Conference. Our aim is that delegates go away at the end of the day having been entertained, informed and, importantly, feeling they have been able to proactively participate in debates on the hot topics of the day. It is also a forum where networks are built, developed and consolidated.

At our Autumn event we were keen that the GDPR should be a main theme. Today, with the May 25th deadline just around the corner, GDPR is sure to feature strongly again. Recently the ERA invested in legal advice from CMS, one of the world's leading law firms, and useful Templates and Guidelines are now available for all ERA members. Whilst uncertainties remain about the impact GDPR will have, we want all our members to be fully prepared.

As usual we have a full programme which we are confident will ensure you leave today's event with takeaways which will make you a better-informed researcher. The role of the researcher has never been more important within the Executive Search sector and the ERA's aim continues to be to promote best practice as well as providing training, development and relevant information to all our members.

Thank you from the ERA Committee for attending the Conference. We hope you have a great day - do let us have your feedback by completing the survey form in your goody bag, and let us know how we can make further improvements for future conferences!

The ERA committee

Agenda

09.45am	Registration & Refreshments	2.45pm	Speaker Presentation - Ian Addison-Smith - Manager People Advisory Services - EY "A case study approach to why I did and didn't buy executive research services..."
10.15am	Welcome by ERA Joint Chairman - Mark Senior	3.30pm	Refreshment Break
10.30am	Keynote Speaker Presentation Kevin Green - Founder and CEO - What's Next Consultancy "The future of Jobs and what this means for Executive search"	3.45pm	Speaker Presentation - Simon Mullins - Partner at EXIX "The Role of Executive Search & Research, in the Corporate Client's Eyes"
11.15am	Speaker Presentation - Pavita Cooper - Founder - More Difference "The Diversity Agenda - what is the role of Executive Search Firms?"	4.30pm	Researcher of the Year (ROTY) Presentation & closing address
12.00pm	Workshop breakout sessions & roundtables with Gold Sponsors	4.45pm	Networking wine & nibbles with prize draw
1.00pm	Lunch	6.00pm	Event ends
2.00pm	Workshop Presentation - Karen Blakeman - Freelance Consultant - RBA Information Service "Search strategies fit for purpose: human not artificial intelligence"		

The future of Jobs and what this means for Executive search

Kevin Green Founder and CEO of What's Next Consultancy

- Why Jobs matter
- How Tech inc AI & machine learning will change the Jobs market
- How Talent will have choice
- Attracting, inspiring, engaging & retaining talent is the only game in town
- Great Recruitment Experience now essential

What does this mean for the search industry the Good, the bad and the opportunity

Kevin Green is the founder and CEO of What's Next Consultancy. He is utilising his 37 years of business experience to help organisations maximise the energy, ingenuity and potential of their people to deliver superior business results.

Kevin has been an entrepreneur, a CEO and HRD of a FTSE 100 and he brings the skills and capability from each of these roles to assist the organisations he works with. He specialises in businesses that want to grow, develop and improve. He does this as a Non-Executive Director, Strategic Advisor or Consultant. Kevin has long been recognised as an excellent and experienced leader. He has always believed that developing and helping people realise their potential is an art and a science. He has worked with many leadership teams and individual leaders to maximise their performance. This can involve workshops, facilitation and individual coaching.

As a TEDx speaker, Kevin is an experienced communicator who can inform, inspire and engage. He has spoken at large conferences and at internal leadership events. His areas of specialism include global labour markets, competitive people strategy, how to create high performing cultures and what great leaders do.

Achievements

- Led top teams to radically improve performance in terms of revenue and profit growth, customer offering and experience while developing their people and enhancing their culture
- Led a huge change programme to transform a British institution. The outcome was a turnaround

which enabled the organisation to go from losing £1.5m every day to making £450m profit in 4 years whilst also creating a new culture

- He set up a consultancy with a team of 20 consultants advising blue chips such as Tui, Selfridges, Unilever and Bae Systems on their people strategies
- Took a cerebral and dusty professional body and repositioned it so that membership grew. The offering was improved and £1.2 million was put into reserves, making it a multi-award winning organisation
- Influenced Government policy in relation to employment, immigration and taxation
- Been interviewed live on TV by Jeremy Paxman and Evan Davies on Newsnight as well as John Humphreys on Radio 4s Today programme. A sought-after commentator on the UK Jobs market by the Media with regular appearances in the FT, Times and Sunday Telegraph and Economist.



The Diversity Agenda - what is the role of Executive Search Firms?

Pavita Cooper Founder of More Difference

Pavita is founder of More Difference, a talent and career insight business that works with organisations and individuals to accelerate talent,

Pavita is recognised as a leading talent and diversity expert; she has over 25 years' experience as an executive talent leader across a range of multi-sector global blue-chip organisations, including Shell, Barclays and Lloyds Banking Group. Pavita has acted as an advisor to CEOs, executive teams and business leaders across sectors that include financial services, energy, consumer, professional services and luxury goods.

Having led in-house Board level appointments and promotion processes, she understands that organisations need fresh and innovative thinking for their ongoing talent challenges. Pavita combines her deep technical expertise with an ability to frame insights in a direct but compelling style.

Pavita is a passionate advocate of greater diversity across the C-Suite and committed to accelerating the progression of "hidden" talent: women, ethnic

minorities and leaders from less traditional backgrounds. She is a regular speaker on women in business, increasing ethnic diversity and the acceleration of diverse talent in the pipeline to the C-Suite and Boardroom. Pavita believes in the power of giving back; she mentors young people from ethnically diverse and socially disadvantaged backgrounds and regularly speaks at inner city schools across the country.

Pavita is a Steering Committee member of the 30 Percent Club, she sits on the Advisory Board of Business 3.0 and CMI Board of Companions as well as chairing CMI Race. Pavita serves as a Trustee of Kids Out. In September 2017, Pavita was awarded Women of the Year at the Asian Business Awards.

pavita@moredifference.com

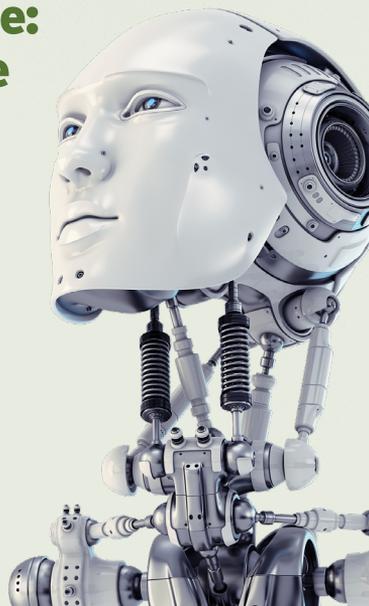
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Search strategies fit for purpose: human not artificial intelligence

Karen Blakeman FMD RBA Information Services

Karen Blakeman is an experienced researcher who provides training and consultancy to all types of organisations on how to use the web, social media and professional networks as research tools. She is a regular speaker at seminars and conferences and also a freelance researcher. Past and present clients include academia, investment and financial services companies, organisations in the food industry, pharmaceutical companies, trade/professional bodies, public libraries, and local and central government.



Workshop & Roundtable Discussions

Strategies for Sourcing Top Talent With gold sponsor Cluen

LinkedIn provides an excellent pool of candidates, but many researchers are missing out on a separate group of qualified candidates because their process is lacking creativity. In this session, we will discuss strategies your team can use to optimize and capture proprietary data. Today's hiring landscape is more competitive than ever, which makes it

even more important for your team to take the time to evaluate your processes and current sourcing strategy.

**Presentation with James Gross
Sales Consultant Cluen**

Freeing up your time with Invenias With gold sponsor Invenias

"We've done the calculations. Invenias has helped us slash the time it takes to produce search reports by 50%. We previously took two hours to create an average of three profiles per search report. Now it takes just one hour. With a goal of closing 90 searches a year at 12 reports per search, we've saved ourselves a massive 1,080 working hours. The net result is that we can keep our hiring costs

down, while engaging and closing on more searches overall, thanks to Invenias" **Meredith Burrus, Head of Research, Bespoke Partners**

David Grundy, CEO at Invenias will give you a sneak preview of how Invenias X will significantly free up your time, allowing you to focus on more value adding activities.

A case study approach to why I did and didn't buy executive research services

Ian Addison-Smith Manager People Advisory Services - EY

- Case study to the initial build phase of an in-house executive search function whereby the strategy involved the requirement for external research capability
- A walk through of the process to identify and procure these services. What was our criteria? What impressed and/or otherwise?
- How we created and maintained successful relationships with our research providers
- Disruption - when executive research services were seen as a luxury. What disrupted our thinking? What were the alternative channels we adopted to achieve the same result? How can executive researchers adapt to these pressures?

Ian has been working in the world of recruitment for the last 12 years, originally as a Professional Services and Asset Management headhunter for a series of owner managed executive search firms before making the switch in-house to EY in 2014.

During his time at EY, he's helped build three Talent Acquisition teams for the UK, EMEIA & Asia-Pacific businesses, establishing himself as the Executive Search Leader for those regions. Each of these teams enhanced EY's direct sourcing capability for senior hires, reducing search firm reliance and playing firmly to strategic hiring initiatives related to diversity, growth markets and succession planning.

In late 2017, he switched to a client-facing role within EY's People Advisory Services business and is now focussed on Strategic Workforce Planning & Talent Analytics consulting assignments. He is also responsible for developing the Talent Acquisition Advisory function, advising HR Directors, Heads of Recruitment, and Talent Acquisition Leaders on their attraction strategies and end-to-end recruitment processes.



The Role of Executive Search & Research, in the Corporate Client's Eyes

Simon Mullins Partner, ESIX

We often hear clients say 'get me the best person for the job as quickly as you can', yet in truth, speed is not as high a priority as we might think, or at least, not the most important criteria. With recent pressure on leadership diversity, on globalization alongside simultaneous localization, and an emphasis on growing talent from the inside, the speed of hiring is impacted and the definition of the 'best candidate' is changing. Plus, these changes are also having an impact on the best method of hiring that candidate. Drawing on the ESIX Annual Benchmark Survey, we will discuss what we hear clients are looking for, both in their hires as well as in their executive search and research partners. For this presentation and discussion, Simon Mullins will draw on his own experience at both global and boutique executive search firms and in-house with a Fortune 50 company, along with the 200+ meetings of ESIX: The Executive Search Information Exchange. ESIX is the only peer networking group dedicated to corporate executive recruiting and has been operating for 23 years, and is now facilitated by Simon. For over a dozen years, the group has studied this space through its Annual Benchmark Survey, which measures the functions and priorities of several of the most sophisticated corporate executive recruiting organizations in the world.

Simon Mullins has been a recruiter and recruiting leader for almost his entire career - he even started a recruiting agency while a student at university.

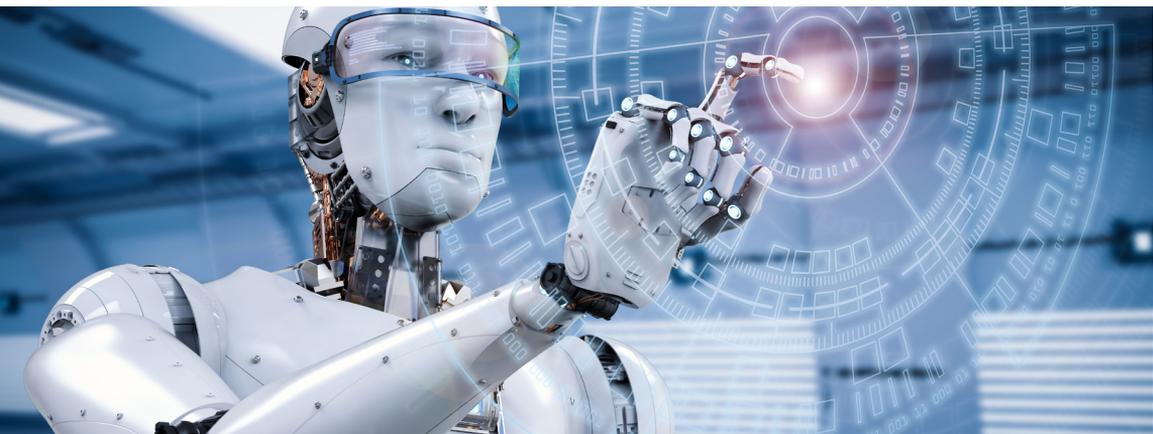


He has lived and worked in Europe, Asia and the US (on both coasts), for startups and as a leader at a Fortune 50 company. He has managed executive search from 'the outside' as a Partner at Korn Ferry. At Microsoft, he led one of the most advanced internal corporate executive recruiting functions, as well as their largest experience-hire staffing group.

After beginning his recruiting career in London, Simon moved to Hong Kong to recruit for clients in the technology industry. He joined Korn Ferry in Boston and spent 7 years there and in Silicon Valley.

In 2004, he joined Microsoft's Executive Recruiting Team, which he led from 2006 to 2012, eventually becoming Senior Director of the company. The team became highly integrated with Microsoft's succession planning process and was responsible for all of the external hiring of the company's most impactful executives - including Board Directors. In 2013, Simon was asked to become Senior Director of Staffing of Microsoft's largest experienced Staffing team, serving the Applications and Services Group. In 2014, he joined ESIX: Executive Search Information Exchange and now leads and facilitates the group.

Simon is a frequent speaker at industry forums and was an ESIX Advisory Board member from 2007 to 2012. He holds an honors degree in economics and public administration from the University of London.



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ERA Researcher of the Year Award 2018 #ERAROTY

The Award now enters its sixth year

Why did the ERA introduce an award?

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, member feedback was that an award would be a good way to recognise excellence in our sector.

Sadly one of our committee members, Stephanie Pratt, a young and promising executive researcher died in 2011 from cancer. So it felt it was fitting to create an award in her memory.

Award Judges

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

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

Past winners

2013 Sheana Dudley Research Direct International

2014 Jenesis Squires Research Europe

2015 Diana Watson Henley Research International

2016 Zara Sheriff Write Research

2017 Carin Whitney Armstrong Craven



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EXECUTIVE
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Winner of
The Researcher of the Year Award

In memory of Stephanie Pratt