

ERA

**2019 Spring Conference
& ROTY Award**



**Tuesday 30th April 2019
9.45am - 6pm (BST)**

Sadler's Wells Theatre

Rosebery Avenue, Islington, London EC1R 4TN, UK

Welcome

Welcome to the ERA's 17th Annual Conference. The ERA Committee hopes that you have an entertaining and informative day, and that you are able to use the opportunity to network productively with other research professionals. The role of Executive Research is pivotal to the executive search process and to strategic Talent Acquisition at senior levels, and the ERA is proud to be able to represent its talented, resourceful and hardworking members.

During the last year we have experienced significant change. GDPR was the key theme at last year's Conference, and, since May 25th 2018, we have all been establishing working practices to ensure we are GDPR compliant. We hope the support and advice the ERA provided to members proved useful.

The ERA has updated and republished its own constitution – in some ways a dry old topic but something which needed doing – we now believe we have much better articulated how the ERA is run. Our Constitution sets out timeframes for committee members and Chairs and, just as importantly, outlines the process whereby members can put themselves forward for election to the committee in future. We hope that some of you will be motivated to

do so: like any member organisation, the ERA needs new blood and fresh initiatives.

During the year, Heather Travis stood down as Co-Chair after 12 years in this role and we are sure all members will join in our thanks to Heather for her hard work, enthusiasm, ideas and networks. We are delighted Heather is continuing as a committee member. We welcome Liz Shay as Co-Chair and wish her well.

The ERA is planning to continue its training programmes, its webinars, the ERA/AESC qualification (which continues to attract strong participation), the Virtual Coffee Machine and support for members in a variety of other ways. Not to mention the Annual Conference – enjoy the day and, as ever, do complete your feedback form (not least to give yourself the chance of winning a great sponsored prize). Thank you for your attendance today and for your continued support for the ERA.

The ERA committee



The future of recruitment

Neil Carberry, Chief Executive @ REC

Neil Carberry was appointed as Chief Executive of the Recruitment and Employment Confederation in June 2018 having been Managing Director at the Confederation of British Industry, leading the CBI's work on the labour market, skills, energy and infrastructure. In 1999, Neil began his career in recruitment working for executive search firm Fraser Watson before doing a post-graduate degree

in Human Resources at the London School of Economics and joining the CBI in 2004. He is a member of the council of the conciliation service ACAS and of the Low Pay Commission where he helps guide pay policy in the UK. He is also the chair of a small primary academy trust in Oxfordshire.

Agenda

09.45am Registration & Refreshments

10.15am Welcome ERA Joint Chairman

10.30am Keynote speaker presentation - Neil Carberry, Chief Executive @ REC
"The future of recruitment"

11.15am Speaker Presentation - Mark Hamill, Founder @ The Naked Headhunter
"Magnetic Talent"

12.00pm Workshop breakout sessions & roundtables with Gold Sponsors

1.00pm Lunch

2.00pm Workshop Presentation - Pavita Cooper, Founder @ More Difference
"The Diversity Agenda - what is the role of Executive Search Firms?"

2.45pm Workshop presentation - Billy McDiarmid, Head of Client Success, Builder of World Class Talent Pipelines @ Candidate.ID
"Building engaged executive pipelines"

3.30pm Refreshment Break

3.45pm Speaker Presentation - Toby Culshaw, Head of Talent Intelligence @ Phillips
"What does the future hold for Internal Executive Recruitment Research?"

4.30pm Researcher of the Year (ROTY) Presentation & closing address

4.45pm Networking wine & nibbles with prize draw

6.00pm Event ends

Magnetic Talent

Mark Hamill, Founder @ The Naked Headhunter

Mark Hamill is currently Non-Executive President at Ackermann International and Chairman of the Advisory Board of SpenglerFox, an EMEA focused executive search firm, which he helped start-up in 2003.

He has assumed the role of Non-Executive President Ackermann International from September 2018. Mark will play the lead role in establishing the Ackermann International brand and business in France by helping establish the business in Paris while continuing to develop relationships in the UK and other global markets.

Mark splits his time between London and Paris.

He is considered a thought leader in talent acquisition across emerging markets, and specialises in C-suite roles, CEO succession and

Board development across multiple sectors.

Mark majored in Psychology, Linguistics and Spanish at University College Dublin. He completed his post-graduate studies in International Marketing. Prior to his post-graduate studies, he took part in a study programme at Spain's University of Santiago de Compostela through the EU's Erasmus programme. He has been an active member of the Young Presidents Organisation since 2009, and has recently completed his role as Chapter Chair YPO London.

Mark also set up his own boutique search firm focused on UK based succession roles within owner/founder SME's in 2016 in London, The Naked Headhunter.



Workshop & Roundtable Discussions

Diversity & Inclusion and the role of Executive Search

With gold sponsor Invenias

Diversity & Inclusion (D&I) remains a hot topic. For some companies it's an issue of regulatory compliance or corporate social responsibility. Yet others regard it as a source of competitive advantage and with good reason. Research shows that organisations with greater levels of diversity outperform their competitors. D&I is firmly on the board room agenda and companies are actively looking to improve equality in their recruiting practices.



In partnership with MIX Diversity Developers, a boutique consultancy firm specialising in Diversity & Inclusion, Invenias undertook the largest global survey of executive search professionals. With over 400 responses from across the globe, what challenges face Search Firms relating to diversity and how can they assist their clients with this salient topic?

Presentation with Sean Wilkes
Director of Customer Success

AI and Its Impact on Executive Search

With gold sponsors Cluen

Artificial Intelligence (AI) is rapidly changing the executive search and recruitment landscape. Join Heidi Braun, of The Cluen Corporation, to discuss AI tools being used in general recruitment, those used in Executive Search, the future of AI tools in Executive



search, as well as other surprising impacts AI has on the industry as a whole.

Presentation with Heidi Braun
Sales Executive



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@SadlersVenue

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

Pavita Cooper Founder @ 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 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. Most recently, Pavita was appointed by the Home Secretary as a Commissioner on the Board of the Equality & Human Rights Commission.

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Building engaged executive pipelines

Billy McDiarmid Head of Client Success, Builder of World Class Talent Pipelines @ Candidate.ID

Billy is a recruitment marketing and technology specialist who helps employers worldwide to build talent pipelines that support their recruitment goals using Candidate.ID® - the world's only dedicated talent pipeline software.

His specialisms include: -

- Developing and implementing sourcing strategies for teams and specialist recruitment/talent acquisition projects.
- Implementing demand generation campaigns to build awesome talent pipelines.
- #RecTech & #HRTech training & consultancy.
- Advanced Boolean and x-ray searching.
- Talent mapping/pooling.
- Social Media for recruitment/talent acquisition.

In this session, Billy will provide practical processes and technology that works to help you engage, nurture and convert prospective executive talent into a pipeline that is ready-to-hire. He will talk about the right content, email and messaging tools to do it.



What does the future hold for Internal Executive Recruitment Research?

Toby Culshaw Head of Talent Intelligence @ Phillips

Toby is currently leading Global Talent Intelligence at Phillips. His responsibilities include all research, talent intelligence and labour risk and feasibility intelligence, across the breadth of the Phillips organisation globally. He has worked in a number of guises; external search, internal, RPO and ran his

own research firm. The key for Toby throughout has been using the insight and intelligence gathered through research/search activities to have a true business impact.



Sponsors - With thanks to our sponsors

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Invenias by Bullhorn is the world's leading provider of software solutions to professionals responsible for executive search. Based on an enterprise scale, cloud-based platform, Invenias is used by more than 1,000 companies worldwide to transform the productivity of their search operations. Invenias operates within the Bullhorn family and serves thousands of users in over sixty countries across the globe. Invenias by Bullhorn is committed to advancing the executive search industry around the world, and is a global strategic partner of the Association of Executive Search and Leadership Consultants (AESC). To learn more, please visit www.invenias.com.



Cluen has decades of recruitment database development and implementation experience spanning six continents. Cluen's technology helps organisations nurture important relationships, track historical data, and win new business. Our next-generation software, Encore Max is browser-based and accessible by leading browsers on a Mac, PC or mobile device. Powerful integrations with Outlook and Gmail keep all of your notes, communications and more with clients and candidates in one central place. Artificial Intelligence (AI) tools such as LinkedIn profile and résumé/CV parsing make it easy to add new data into Encore Max and our self-learning Alias feature prevents duplicates of companies and people.

Encore Max has been redesigned from decades of feedback, making it easy for both power-users and new users to find information and generate reports quickly and easily. We have also developed a GDPR specific management tool that will help your firm seamlessly manage the consent and compliance process. Cluen's experts are here to share best practices for relationship-driven recruiting and data management, regardless of which software you use. For more information visit www.Cluen.com/ERA or contact info@cluen.com

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ERA Researcher of the Year Award 2019 #ERAROTY

The Award now enters its seventh 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

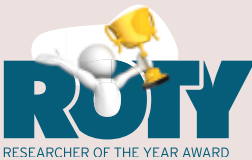
2014 Jenesis Squires Research Europe

2015 Diana Watson Henley Research International

2016 Zara Sheriff Write Research

2017 Carin Whitney Armstrong Craven

2018 Verity Shepley Jeva Consulting



Get in contact with us

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