



THANK YOU FOR ATTENDING THE 20TH ANNIVERSARY ERA CONFERENCE 2023

ENJOY YOUR GOODY BAG AND YOUR DAY WITH US.

IF YOU HAVE ANY QUESTIONS PLEASE DON'T HESITATE TO GRAB
ONE OF THE COMMITTEE.

FOR WI-FI PLEASE CONNECT TO THE FREE OPEN NETWORK:
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We are looking for the next generation of committee members
to take us into the next 20 years!

Could you be interested in becoming a volunteer
committee member? please speak to any one of
the ERA Committee and we can register your
interest. Let us know on the survey.

We are launching the ERA Qualification foundation
course - Would you be interested in taking part in
the initial course? Let us know on the survey or talk
to any of the committee.

Please take just a few minutes to complete a short
survey for us using the link or QR code below.

In taking part you will be entered into a prize draw
to win a £100 Amazon voucher kindly sponsored by
our Bronze sponsors Howgate Sable.

Thank you for coming today and for taking the survey! Use the link or copy
the QR code below (just hold your phone camera over the code and this will
take you to the survey)

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ERA CONFERENCE

'THE LAST AND THE NEXT 20 YEARS'

20TH ANNIVERSARY 2003 - 2023

Wednesday 10th May 2023

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

Gold Sponsors



WELCOME

The ERA Committee welcomes you to the 20th Anniversary ERA Annual Conference with the theme of “the last and the next 20 years”. This takes place at Sadler’s Wells, London, a venue where we have held numerous successful conferences over the years. We are delighted to be holding it at this venue, after a break last year, especially in this important celebratory year.

Last year the ERA Conference was, for the first time, both in-person & virtual. It was great to see so many people meeting together in 2022 at the BMA location in London, a venue chosen for its proximity to main transport links post Covid. The feedback we received to the dual approach – virtual & in person – was overwhelmingly positive, as well as for the speakers and trainers we assembled. It enabled greater numbers of members and non-members to attend in the UK and internationally.

Similar to last year, we have decided to keep with the format of both a live and virtual event. Enabling the person to person contact it affords, meeting up again with friends and fellow professionals is invaluable. Alongside this, we are pleased that many other colleagues will be joining us virtually again.

As always, we have worked hard as a Committee to put together an agenda full of great speakers and, we hope, interesting topics. Following the theme “the last and the next 20 years” to mark our 20th Anniversary of the ERA Conference, we will touch on the past to show how much has changed in our world, not least due to technological advances as well as looking at the future of research in all its guises, providing insights on exciting developments and what it means to us as research professionals. As ever, we are extremely grateful to our Gold Sponsors, Cluen and Talentis, who feature in the speaker programme themselves. Their support is very important to the ERA, and we hope that the platform and year-round publicity and exposure we give them is equally valuable to them.

During the last year, your ERA Committee has been very busy. Post pandemic, we have continued to provide webinars and online events on a monthly basis, as this has proved to be very popular with the members. At this conference, we are proud to

be announcing the soft launch of our own online qualification which will be an exciting addition to the ERA offering. Alongside this, our Researcher Mentoring programme continues to go from strength to strength.

We are proud to represent a broad church of executive researchers, resourcers, search professionals and others involved in Talent Acquisition and Talent Intelligence. We have seen in the press and from feedback from our members that this year has been one of challenge and change for many and as an organisation the ERA continues to provide support. Working together and connecting during this time is important and we aim to ensure that the ERA provides a strong platform to do this. Quality research is pivotal to organisations, and we should take great pride in this, and we as an organisation will continually strive to set the bar higher in terms of the professional standards, we expect our members to work to. No-one should underestimate the value of great research.

Finally, we would like to thank Louise Haines for all her work particularly in the field of training who after 9 years is stepping down and we would like to welcome Caroline Grayson-Nugent to the Committee.

As we look to the future, the Committee is focused on succession, and we would like to take this opportunity to encourage members to explore taking on a Committee role in the future. Our current Committee would be delighted to answer any of your questions, either at the conference or after the event at any point. You can find the Committee members’ details on the website with our contact details.

We hope you enjoy the 20th Anniversary of the ERA Conference, whether you are attending in person or virtually, and that you take away something worthwhile which can help you in your day-to-day work. Thank you for your support.

The ERA committee

AGENDA

9.30-10.15 Registration & refreshments

10.15-10.25 Welcome ERA Co Chair

10.30-11.15 **Keynote speaker presentation**

Matt Alder, Producer & Host Recruiting Future Podcast

“From HTTP to ChatGPT - The acceleration of innovation in talent acquisition and its implications for all of us”

11.15-12.05 **Panel session**

Toby Culshaw - Global Talent Intelligence – Amazon

Poppy Nijjar - Global Research & Intelligence Leader, Executive Search, NBCUniversal

Heather Travis - CEO Travis Research

Matthias Mueller - Head of Research EMEA - Amazon Web Services (AWS) Executive Recruiting

Steve Curtis - Global Talent Research - Executive Recruiting, Nike

“Impact of ChatGPT and Artificial / Augmented Intelligence on the future of research, sourcing and intelligence.”

12.10-12.45 **Workshop**

Carolyn Howitt, Careers Counsellor, Executive Search Researcher Career Path Counselling

“Work Values in Executive Search”

12.50-1.10 **Workshop - Gold Sponsor Cluen**

Heidi Braun, Senior Solutions Consultant

“Strengthening Your Commitment to ESG”

1.10-2.10 **Lunch**

2.10-2.50 **Speaker presentation**

Anna Fourie, formerly EMEA Talent Sourcing Senior Manager, Microsoft

“Sourcing at scale: Doing more with less”

How sourcers can add value and pivot their work in times of reduced or no hiring

2.55-3.15 **Workshop - Gold Sponsor Talentis**

Jason Starr CEO, Dillistone Group Plc

“LinkedIn versus Diversity”

3.15-3.25 **Refreshment break**

3.25-3.45 **Speaker presentation**

Mark Senior, MD Henley Research

“A look back at the evolution of The ERA”

3.50-4.30 **Speaker presentation**

Balazs Paroczay, CEO, The Source CODE Agency

“LinkedIn Automation”

4.35-5.30 Closing address networking refreshments & nibbles

FROM HTTP TO CHATGPT - THE ACCELERATION OF INNOVATION IN TALENT ACQUISITION AND ITS IMPLICATIONS FOR ALL OF US

MATT ALDER PRODUCER & HOST RECRUITING FUTURE PODCAST

In this presentation, Matt will explore the incredible pace of change in the recruitment landscape. By delving into the technological breakthroughs shaping the industry, Matt will offer a fascinating glimpse into the future, providing insights into what the next 20 years might hold and uncovering the implications of this accelerated innovation for recruiting professionals, organisations, and job seekers alike.



"Exceptional Talent" (Kogan Page, 2017) and "Digital Talent" (Kogan Page, 2022) and has delivered keynote speeches at industry events in 17 countries.

MATT ALDER

Matt Alder is a strategic consultant focusing on innovation and technology in HR and Talent Acquisition. He is the host of Recruiting Future, one of the world's most popular talent acquisition podcasts, and, over the last 20 years, has built a reputation as a global thought leader, working with employers to optimize their digital strategies. He is the author of two books

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WORK VALUES IN EXECUTIVE SEARCH - WORKSHOP

CAROLYN HOWITT CAREERS COUNSELLOR, EXECUTIVE SEARCH RESEARCHER

There is a strong correlation between success, happiness and having a clear purpose in life. Knowing your personal values is a good place to start in formulating this purpose.

Once you are able to articulate your values then it is also easier to identify others who share them. Group purpose can be extremely powerful as well as rewarding.

Unfortunately, values are often parroted by companies but not lived. And workers whose values are not shared by their firms are ultimately likely to leave.

During this workshop, we will look at the top work values globally, the company values of some executive search firms - and the role of pay within all of this.

Delegates will...

- identify some key work values of their own
- choose one of these that could be more fulfilled
- formulate a specific goal that addresses this



CAROLYN HOWITT, CAREER PATH COUNSELLING

Ten years ago, Carolyn embarked on a second career in executive search, and, after a few years as a researcher, started giving careers advice to fellow researchers, along with finding them jobs. Discovering that it was the careers conversations that she most enjoyed, she retrained as a careers counsellor and has worked as an independent career coach since 2017. She still works as a researcher for a day a week which keeps her search connections active.

She has helped in excess of 100 researchers unravel knotty career issues, get promoted,

or simply be the best versions of themselves. Sometimes this involves helping people take a sideways move, or even leave executive search completely.

She has a particular interest in working with neurodiverse clients and has recently completed specialist training in this area.

She is accredited by the Association for Coaching and is also an accredited Strengths Profile Practitioner. Her top strengths are Unconditionality, Listener, Empathic, Emotional Awareness and Humour.

PANEL DISCUSSION

THE IMPACT OF CHATGPT AND ARTIFICIAL / AUGMENTED INTELLIGENCE ON THE FUTURE OF RESEARCH, SOURCING AND INTELLIGENCE.

"In this discussion, we will explore the impact of ChatGPT and other artificial and augmented intelligence technologies on the future of research, sourcing, and intelligence. We will discuss how these technologies are revolutionizing the way we collect and analyse data, making it faster and more efficient to extract insights and make informed decisions. We will also examine the potential risks and ethical considerations associated with the use of these technologies, including the potential for bias and the need to ensure that they are used in a responsible and transparent manner. Finally, we will consider the ways in which these technologies are likely to evolve in the future, and the potential implications for researchers, analysts, and decision-makers." - written by ChatGPT

PANEL

Toby Culshaw
Global Talent Intelligence, Amazon

Poppy Nijjar
Global Research & Intelligence Leader, Executive Search, NBCUniversal

Heather Travis
CEO, Travis Research

Matthias Mueller
Head of Research EMEA, Amazon Web Services (AWS) Executive Recruiting

POPPY NIJJAR GLOBAL RESEARCH & INTELLIGENCE LEADER, EXECUTIVE SEARCH, NBCUNIVERSAL

Poppy has over 18 years of experience and is proud to be a sector generalist, having worked across executive search, executive board succession planning, talent pipelining, diversity and competitive intelligence.

Poppy currently manages executive search research and intelligence at NBCUniversal globally across its 20 businesses including media and entertainment, film and television production and distribution, digital ad-supported streaming, theme parks and news operations.

Previously, as Market Intelligence Manager, Executive Recruiting International at Amazon, Poppy supported all lines of business including AWS, Amazon Marketplace and Prime Video across all functions such as logistics, grocery, consumer goods, finance and technology.

Prior to this, Poppy spent 8 years at Talent Intelligence providing talent pipelining, succession planning and competitive intelligence. She led accounts globally across various sectors including healthcare, life sciences, financial services, automotive, manufacturing, shipping and consumer goods. Poppy began her career in recruitment before moving into executive search having graduated with a degree in Law and Business from Middlesex University.

Outside of work, Poppy loves to spend time with her children, family and friends and if not hosting a dinner party or organising an outdoor activity, she is busy with home DIY projects.



TOBY CULSHAW GLOBAL TALENT INTELLIGENCE - AMAZON

Toby Culshaw is the Talent Intelligence Leader at Worldwide Amazon Stores, leading a diverse global team of economists, consultants, business analysts and researchers in talent intelligence. Previously, he was Global Head of Talent Intelligence and Executive Recruitment Research at Royal Philips, the Dutch health technology group. He was named by Recruiter Magazine as one of the 11 Most Influential In-house Recruiters in 2017 and has consistently ranked every year from 2019 until 2022. He is an international speaker on sourcing, executive research and talent intelligence and author of the best-selling Talent Intelligence: Use Business and People Data to Drive Organizational Performance. Based in Brighton, UK he is also the founder of the Talent Intelligence Collective, a Talent Intelligence Mentor at Udder, and a co-host of the Talent Intelligence Collective Podcast



MATTHIAS MUELLER HEAD OF RESEARCH EMEA, AMAZON WEB SERVICES (AWS) EXECUTIVE RECRUITING

Matthias currently leads the Research function across EMEA for AWS' Executive Recruiting organisation, advising clients in the technology sector on executive search, succession planning, leadership assessment, and organisational design by analysing digital, environmental, and economic trends to build long-term successful leadership capabilities. Prior experiences include executive search and advisory for industry and technology clients, from Automotive to MedTech and Life Science, with an international executive search firm. Having spent 9+ years in the industry, Matthias' north star on the constant journey to define 'what good looks like' in Executive Recruiting is his favorite Jeff Bezos quote 'when anecdotes and data disagree, the anecdotes are usually right.' - which is remarkably true in executive recruiting, where data sets are small. Matthias graduated from University of Hagen with a B.Sc. in Economics.



HEATHER TRAVIS CEO TRAVIS RESEARCH

Heather is CEO of Travis Research. She has more than 35 years' experience in the executive research and resourcing industry, working across several business sectors with a global remit.

Heather started her career with the BBC in graduate recruitment for radio, television, and outside broadcasting. Her first experience of research was an in-house Researcher for an Executive Search firm, then she was headhunted to set up a UK office for a Belgium research firm and subsequently set up Travis Research in 1992.

In 2014 she was asked to establish an APAC office for Armstrong Craven based from Singapore covering the APAC region, returning permanently to Travis Research in April 2018 once this was successfully completed.

Heather was Co-Chair of the ERA from 2006 to 2018.

Heather lives permanently in Central Portugal with her husband Neil and two cats Pi & Nelson.



"SOURCING AT SCALE: DOING MORE WITH LESS"

**HOW SOURCERS CAN ADD VALUE AND PIVOT
THEIR WORK IN TIMES OF REDUCED OR NO HIRING**

**ANNA FOURIE FORMERLY EMEA TALENT SOURCING
SENIOR MANAGER**

With reduced or no hiring, it's critical to be proactive in your sourcing efforts to build and maintain a pipeline of top talent. This still means leveraging traditional sourcing tools, but how often do we get an opportunity to be creative and explore new sourcing channels e.g. ChatGPT?

As a Talent Sourcing leader, measuring impact and maintaining the motivation of the team is always front of mind. This means setting goals, tracking metrics, and reporting on the ROI of sourcing activities to demonstrate the value that sourcing can bring even during times of reduced hiring.



ANNA FOURIE

Anna is an experienced HR professional with a focus on talent acquisition and management. Until recently, she was the EMEA Talent Sourcing Senior Manager at Microsoft, overseeing Talent Sourcing for 'Go to Market' functions across the EMEA region. She was responsible for developing and implementing 'at-scale' external talent attraction strategies to support the company's growth and innovation objectives. Anna is also a champion for diversity and inclusion and worked to ensure that Microsoft's recruitment processes are inclusive and equitable.

She was previously based out of Singapore as part of the ASIA GTA team, leading University recruitment and internship hiring for APAC. This required multiple sourcing strategies across complex regions whilst navigating cultural nuances.

Now based out of Cascais, Portugal with her family and their latest addition, 'Paddy,' the dog, she brings a wealth of experience, having spent her entire career in end-to-end talent acquisition and outplacement across multiple industries within both Europe and Asia.

GET IN CONTACT WITH US

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@E_R_A @eraexecutiveresearch

A LOOK BACK AT THE EVOLUTION OF THE ERA

MARK SENIOR MD - HENLEY RESEARCH

Former ERA joint Chair Mark Senior looks back at how executive research and the ERA have developed over the last 20 years. Where are we now and what will the research, search and talent insight landscape look like in future?



MARK SENIOR

Mark Senior has been Managing Director of Henley Research International, a leading executive research and talent intelligence firm, since 2010. Henley has a team of around 20 executive researchers, based in the UK and working globally. Earlier in his career Mark carried out international market research as a management consultant at KPMG and is a great believer in the value of in-depth interviews

with informed respondents. He has been a member of the ERA Committee since 2012 and was co-Chair between 2014 and 2022, and a significant contributor to the development of the ERA in recent years.

LINKEDIN AUTOMATION

**BALAZS PAROCCZAY CEO - THE SOURCE
CODE AGENCY**

One of the fastest growing areas of the sourcing tech world is LinkedIn Automation. You can find plenty of scraping, emailing, connecting and market intel applications and usually no one knows what they really do and how exactly they operate. Is it okay to use them or by using them, we may end up in the infamous LinkedIn jail?

BALAZS PAROCCZAY

Balazs is a Sourcing Leader, Keynote Speaker, and Talent Acquisition Strategist. Since 2020 he's leading CODE, a boutique Sourcing Advisory firm with the mission: helping great companies maximize their sourcing capabilities. Over the last almost 20 years, Balazs has been engaged with various European and global organisations to set up best-in-class sourcing functions and organisation-wide sourcing expertise.



STRENGTHENING YOUR COMMITMENT TO ESG

HEIDI BRAUN SENIOR SOLUTIONS CONSULTANT @ CLUEN

Heidi from Cluen will look at trends around environmental, social and governance policies, their adoption in the search industry, and offer take-aways to help your firm develop a strategy that makes an impact.

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HEIDI BRAUN

Heidi joined The Cluen Corporation in 2002. Over the last 20+ years she has helped thousands of executive search and sourcing teams all over the world evaluate, implement, and manage executive search technology. Through both her work at Cluen and on her free time, she plays an active role helping executive search professionals network and benchmark best practices. Heidi began her career in the search industry in 1997 at a boutique where

she managed her firm's proprietary database while conducting research and candidate development. Just prior to joining Cluen, she spent a year working with a start-up recruitment portal and publication selling online and print advertising to businesses who serve the recruiting industry. It's here that she met Cluen and as they say, the rest is history.



LINKEDIN VERSUS DIVERSITY

JASON STARR CEO @ DILLISTONE GROUP

In this session, Jason Starr, CEO of Dillistone Group Plc, owners of the FileFinder and Talentis brands, will talk about how LinkedIn finds candidates and will argue that researchers looking for a truly diverse talent pool cannot rely on the results that it offers.



JASON STARR

Jason Starr joined Dillistone Group in 1994, becoming Marketing Manager in 1996 and Managing Director of the UK business in 1998. Following the MBO, Jason became Chief Executive of the Group. Jason was appointed

a Non-Executive Director of AIM listed PCIPAL PLC from January 1st, 2015. Jason has a BA (Honours) business studies degree from the London Guildhall University.

THANKS TO OUR SPONSORS



Talentis is a revolutionary executive research tool with integrated project management functionality designed for executive search and research. It streamlines candidate sourcing to find executives that users of LinkedIn Recruiter alone will miss. Indeed, users of Talentis typically report finding twice as many candidates as on LinkedIn alone – because of our unique approach to augmented keyword matching.

Talentis can be used as a standalone platform or alongside an existing CRM solution. Launched in 2021, Talentis is brought to you by the team behind FileFinder Executive Search software.

Benefits of Talentis:

- Search across our 600 million profile candidate pool
- Unlimited access to all profiles, regardless of LinkedIn network size or Recruiter product
- Find candidates with our proprietary “augmented keyword” technology
- Manage executives search projects with virtually no data entry, all within Talentis – or export to alternative CRMs
- Share shortlists with clients with our exporting and client portal functionality



Cluen has over 30 years of recruitment database development and implementation experience spanning six continents. Cluen's technology helps organizations nurture important relationships, track historical data, and win new business.

Our proven software, Encore Max, can be accessed from any browser and hosts powerful integrations with Outlook and Gmail to keep all your client and candidate notes and communication in one place. Artificial Intelligence (AI) tools such as LinkedIn profile and résumé/CV parsing make it easy to add new data into Encore Max while preventing duplicates of companies and people.

Used globally, Encore Max has tested feedback over decades to become the leading trusted system for retained search.

The latest updates in Encore Max allow you to:

- Reduce administrative tasks like data-entry with process-based workflows
- Automate emails to support closeout process and generate reports quickly
- Access a modernized and redesigned Client and Candidate Portals
- Meet compliance standards under WCAG 2.1 (Web Content Accessibility Guidelines) to make Encore Max a truly accessible software that works with all standard assistive technology. To read more, check out our latest article in the News & Articles section of www.cluen.com

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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