

# **VIRTUAL CONFERENCE**

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# **2021**

**TUESDAY 11TH MAY 2021  
10.30AM - 4.30PM (BST)**

# WELCOME

The ERA Committee welcomes you to the 18th ERA Annual Conference. This is our first ever Virtual Conference – because of Covid-19 we are unable to stage the Conference as usual at Sadler's Wells Theatre in London, but we hope to be back there in 2022.

We are excited about the virtual platform and would like to welcome ERA members and non-members alike. We hope you enjoy the excellent speakers and trainers, as well as our main sponsors, Cluen and Invenias, and stay with us throughout the day.

We recognise that our Annual Conference is not only about speakers, but also provides a great forum for networking with other delegates, and that many mutually beneficial business relationships have developed as a result. We have made every effort to ensure that there is potential for you to network virtually this year.

As a Committee, despite the pandemic, we have been busy during the last year. We took a decision early last year that, during the pandemic, we would organise more webinars and online events than ever,

and we are delighted to have delivered on this.

For many research professionals this has been a challenging time and, with working from home obviously the new normal, we felt more than ever that the ERA could offer an important service to our members, keeping them informed and connected throughout.

There is one change to our Committee to announce. We are delighted to welcome Jude Watters and we are sure Jude will make a great contribution to the ERA in the months and years ahead.

We hope you enjoy the programme today and take some good and useful things away. Thank you for your attendance and your continued support for the ERA.

*The ERA committee*

# AGENDA

<b>10.30-11.00</b>	Open check in Sponsor floor Networking floor
<b>11.00-11.10</b>	Mark Senior Co-Chair @ ERA "Welcome"
<b>11.15-11.45</b>	Johnny Campbell CEO @ Social Talent "Industry trends what are we seeing"
<b>11.50-12.10</b>	Christian Henning Founder & MD @ Execute Consulting Ltd "Building a Talent Intelligence Muscle"
<b>12.15-12.35</b>	John Rose Founder @ Resourceful John "Talent Mapping - Back to Basics - Humans   Data   Technology!"
<b>12.40-1.00</b>	Jack Kennedy UK Economist @ Indeed "Indeed UK Labour Market Update"
<b>1.00-2.00</b>	Lunch & floors open "Chris Fleming Virtual Magic" Complete the conference survey with a chance to win £100 Amazon Voucher
<b>2.00-2.45</b>	Vanessa Raath Founder @ The Talent Hunter and Balazs Paroczay Founder @ The Balazs.com "How to Improve your Diversity Talent Sourcing Strategy"
<b>2.50-3.10</b>	Gold Sponsor presentation Cluen "Information Security, The Importance of Protecting Your Business in this New Normal"
<b>3.15-3.35</b>	Gold Sponsor presentation Invenias Bullhorn "Executive Search Trends 2021" - The Markings of a new era
<b>3.40-4.00</b>	Rebecca Foden Head of Resourcing Government Services @ Capita "pipeline building - using external resources"
<b>4.05-4.30</b>	Mark Senior Co-Chair@ ERA "Roundup of the day" Networking and Virtual Magic



# THE PASSING OF THE STORM: KEY INDUSTRY TRENDS FOR THE ROARING 20S

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## JOHNNY CAMPBELL CEO SOCIAL TALENT

As the storm of Covid-19 begins to pass, it is now time to rebuild and come back stronger. Hiring teams across the world are now doing this with a renewed focus on diversity & inclusion, internal mobility, candidate experience, sourcing swarms,

culture renovation, value branding and automation. Join Johnny as he highlights the key trends that are likely to impact us for the next 5 years and how you can best incorporate them into your differentiated service offering.

### JOHNNY CAMPBELL

Johnny Campbell is a serial disrupter in the world of hiring. As founder and CEO of SocialTalent, the world's leading hiring skills platform, he works with some of the largest enterprises in the world (such as Intel, IBM and Ikea) to build and scale hiring cultures. Hiring, for Johnny it isn't just about finding and hiring great talent, it must include on-boarding and fully engaging new hires for it to be considered truly successful. He has presented these

concepts at some of the world's biggest hiring conferences across the world. His dedication is matched only by his enthusiasm, making him one of the most sought-after speakers on the topics of hiring and talent.



# BUILDING A TALENT INTELLIGENCE MUSCLE

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## CHRISTIAN HENNING FOUNDER & MD EXECUTE CONSULTING LTD

Talent becomes more and more critical to enable business growth. Hence, data-driven Talent decisions are adding extra value to your business. A dedicated Talent Intelligence function, among other things, will help you to influence 'Buy v Build' talent strategies; spot M&A opportunities / due diligence; or monitor market trends and discover

talents. It will enable you to build best practices and evolve your talent function towards world class.

In this session, learn about the power of combining primary human intelligence with traditional secondary desktop intelligence.

### CHRISTIAN HENNING

Christian is the Founder and MD of Execute Consulting Ltd, an HR/TA consultancy that works with in-house executive search departments at many large multinational companies. He is an experienced Research Manager turned Entrepreneur with a demonstrated history of working in the computer software & consumer industries. Christian leverages his many years of experience at large market-leaders like Microsoft and McKinsey & Company to empower both nascent and established in-house

talent acquisition departments to achieve excellence. He is skilled in Analytics, Executive Search, Customer Relationship Management (CRM), Go-to-Market Strategies, and Databases. Christian is a strong multinational human resources professional with a BA Equivalent focused in Journalism from the University of Fribourg, Switzerland.





# TALENT MAPPING - BACK TO BASICS - HUMANS | DATA | TECHNOLOGY!

## JOHN ROSE FOUNDER RESOURCEFULJOHN

Every so often there is a need to re-calibrate, and with the current modus operandi for 'Talent Mapping' being volume data focused through technology! What better time than now to do so! and look at the people in talent lakes, pools and

pipelines and refresh them and the sources.

As a people focused profession, Executive Research & Executive Recruitment use the hashtag #BeHuman rather than #Datafirst.

### JOHN ROSE RECRUITING PROTAGONIST / MOTIVATOR / MENTOR

From Newspaper Boy through Engineering to Recruiting Protagonist, John believes in the need to embrace change, continuously develop new skills and share them with the passion and belief that 'the world is not flat' and 'you can teach old dogs new tricks'.

For 27+ years John has been actively and passionately involved in Sourcing, Attracting, Engaging and Retaining engineering and technology focused individuals in both corporate and agency environments locally, nationally, and internationally. Today, John proactively supports

individuals, businesses and 3rd Parties build-out cutting-edge sourcing/recruitment solutions and teams.

John is very involved in global sourcing and recruiting communities, you can find/connect/follow John on LinkedIn, Facebook, Twitter, Quora, and many other social sites... just search for 'ResourcefulJohn'



# INDEED UK LABOUR MARKET UPDATE

## JACK KENNEDY - UK ECONOMIST INDEED

The UK labour market has been turned on its head by coronavirus. As the economy reopens, what can we expect next and what does this mean for recruitment? At Indeed, we collect one-of-a-kind, timely insights into employer and jobseeker behaviour unavailable from conventional sources. Also discussed will be the implications of remote work and Brexit.

### JACK KENNEDY

Jack is an Economist on the Indeed Hiring Lab who focuses on the UK labour market. Before joining Indeed, Jack was a senior economist at Nationwide Building Society and prior to that at global information provider IHS Markit.



## CHRIS FLEMING - ELITE MAGICIAN & MIND READER

Chris Fleming is a magician, weird job, right? Chris usually travels all over the world performing his unique blend of magic and mind reading for the likes Kanye West, Rhianna, Ronaldinho and even the Queen of England, also occasionally consulting for TV shows and movies (he even makes a brief cameo

in Now You See Me 2). However over the last year Chris has unintentionally become one of the busiest virtual entertainers in the world and now you'll get to experience it for yourself.

**CHRISFLEMINGMAGIC.COM**



# HOW TO IMPROVE YOUR DIVERSITY TALENT SOURCING STRATEGY

**VANESSA RAATH - HEAD CHEERLEADER (OWNER),  
THE TALENT HUNTER AND BALAZS PAROCZAY - GLOBAL  
SOURCING LEADER - THE BALAZS.COM**

To only improve the search component of diversity hiring will not bring the desired change to the end-results - every aspect of sourcing and recruiting needs to be aligned (and improved) to **effectively build a truly diverse employee base**. Our **Diversity Talent Sourcing Strategy** covers a **wide range of sourcing topics** (search, attraction, candidate outreach and engagement methods). It also provides an overview of some of the leading diversity sourcing technologies and methodologies currently available to global markets.

We believe that a **complete and holistic Diversity Sourcing Strategy** is the best way to implement significant change in your diversity hiring strategy. This is the session that you do not want to miss!



## VANESSA RAATH

**Vanessa Raath** is a Global Talent Sourcing Trainer and Tech Sourcing Expert. She has trained a large number of recruitment agencies, as well as several internal Talent Acquisition Teams, around the

world. She loves to share her Sourcing knowledge with others to empower them to find the best Talent before their competitors do. Vanessa also still actively works as a Talent Sourcer and she has clients based from Sydney to Seattle. She feels that by staying active and operational in this space, she is better equipped to train others to source candidates better.

Her specialty lies in Tech Sourcing as this is where her experience lies. Currently, Vanessa is the Head Cheerleader, of The Talent Hunter, her own business.

When she is not training Recruiters to source, or sourcing herself, you will probably find her delivering

a keynote presentation on a stage near you.

She was recently voted the best Speaker at Sourcing Summit Virtual in July 2020, for her presentation entitled: So, you think that you've got Diversity Issues?

## BALAZS PAROCZAY

**Balazs Paroczay** is an international Sourcing Leader, Keynote Speaker and Talent Acquisition Strategist. You may have come across him at events like SourceCon, TruLondon, and the European Sourcing Summit.

Over the last fifteen years, he has been engaged with various global organizations helping them set up best-in-class sourcing functions, he uses his experience helping Talent Acquisition teams improve their core sourcing and recruiting abilities to identify, attract and engage with critical talent. He excels at social networking and plays a significant role within the global sourcing communities as a sourcing thought leader, blogger, and conference speaker.

# PIPELINE BUILDING - USING EXTERNAL RESOURCES

**REBECCA FODEN HEAD OF RESOURCING  
GOVERNMENT SERVICES CAPITA**

In this session Rebecca Foden talks about how to build diverse talent pipelines internally and externally using regular recruitment tools and a

practical approach, based on gathered experiences solving real life business problems across large complex businesses.

## REBECCA FODEN

Rebecca has recently joined Capita as the Head of Divisional Resourcing for Government Services. Capita is one of the UK's largest consulting and digital services and software businesses, with over 60,000 employees in the UK, Europe, India, and Africa.

Rebecca currently manages a global delivery team at Capita to deliver over 3000 hires per annum and 10,000 employees. Capita is one of the UK's largest consulting and digital services and software businesses, and is currently undergoing business and recruitment transformation. Rebecca has brought her

previous award-winning experience of diversity hiring to help drive a purpose led business that focuses on people. Prior to Capita, Rebecca acted as the Head of TA, Early Careers & Diversity Hiring for Transport for London, one of the world's largest transport authorities leading on disruptive recruitment strategies to remove barriers for diverse talent and help them to thrive.



## INFORMATION SECURITY: THE IMPORTANCE OF PROTECTING YOUR BUSINESS IN THIS NEW NORMAL

### HEIDI BRAUN CLUEN

In this session, Heidi will speak from personal and professional experience about the importance of protecting your business against all threats, both internal and external as we continue to learn to navigate working in a remote world. Hear stories from other executive search professionals and how they've protected themselves from these threats

and how you can do the same.

As a promotional offer for your members, Cluen would also like to offer a free data security audit to anyone who would like it. This would be announced during the session and scheduled for a later date at the member's choosing.



### HEIDI BRAUN

An Account Executive at The Cluen Corporation, Heidi joined the company in 2002. Since then she has helped hundreds of 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 in 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

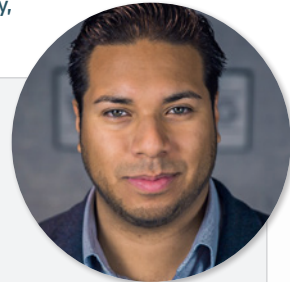
conducting research and candidate development. Just prior to joining Cluen, Heidi spent a year working with a start-up recruitment portal and publication selling online and print advertising to businesses who serve the recruiting industry. It's here that she met Cluen and as they say, the rest is history.

## EXECUTIVE SEARCH TRENDS IN 2021: THE MARKINGS OF A NEW ERA

### ASHTON MORAN GENERAL MANAGER, EXECUTIVE SEARCH, INVENIAS BY BULLHORN

We recently surveyed over 200 global executive search professionals and asked them to share their top priorities, biggest concerns, and areas of focus in 2021. Join us for the session to hear some of the findings. You'll gain insight into the evolving role

of technology in executive search, concerns about the ongoing talent shortage and the economy, the importance of diversity & inclusion in the industry, and more.



### ASHTON MORAN

Ashton is General Manager, Executive Search at Bullhorn. He brings 15 years of retained search industry & technology experience - and joined Invenias by Bullhorn in 2013 to pioneer its North American growth strategy as the first US hire. Through deep market and technical expertise, Ashton has helped global firms and boutiques transform their businesses through the use of technology and is now responsible for leading global sales & strategic account management functions at Invenias by Bullhorn as well as

guiding other key executive search technology initiatives within the larger Bullhorn organization. On a personal note, Ashton enjoys singing and playing the piano for family & friends and lives in NJ with his high school sweetheart Karina and their four children.

# DON'T FORGET TO TAKE THE SURVEY TODAY

PRIZE DRAW OF £100 AMAZON VOUCHER



# WITH THANKS TO OUR GOLD SPONSORS



Invenias by Bullhorn is the world's leading provider of software solutions for retained executive search consultants. Based on a 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](http://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](http://www.Cluen.com/ERA) or contact [info@cluen.com](mailto:info@cluen.com)



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