

ERA CONFERENCE



Research, Recruiting and Diversity in the age of AI

Wednesday 15th May 2024
Sadler's Wells Theatre



Gold Sponsors



Welcome

The ERA Committee would like to welcome you to this year's conference, marking the Executive Research Association's 40th birthday!

This year's conference theme is "Research, Recruiting & Diversity in the age of AI", building on some of the AI topics we heard at last year's conference. As with last year, we have chosen to continue hosting the conference in-person and with an option to join virtually.

The last 12 months have seen some excellent progress in the ERA, with the launch of the new WhatsApp channel for independents and freelancers, a fantastic increase in participation in the mentoring programme, which continues to receive excellent feedback from both mentors and mentees, and building and impending launch of the new ERA Qualification. We expect this will be a leading training and professional development resource for members and meets the need for a thorough introductory course to the research profession for small to medium-sized research and search firms, and in-house corporate teams without a formal L&D or onboarding program for research.

We also welcomed Anna McMahon to the ERA committee and bid a very fond farewell to Mark Senior who stepped down from the committee at the end of last year. We would like to thank Mark for all his contributions over the years.

We'd like to express our gratitude to our Gold Sponsors, Cluen and Talentis, who help to make the annual conference and other member benefits

possible throughout the year and always provide interesting and highly engaging content in the conference programme themselves. In addition, this year we have four Bronze Sponsors for this year's conference - SmartresearchHR, Stratigens, Travis Research Europe and Henley Research International. We also thank Parkhouse Bell for their exclusive sponsorship of this evenings champagne. We would like to thank them for their support.

Reading back over our welcome message from last year's conference, we shared our commitment and focus on succession for the committee. We're delighted to announce the formation of the Shadow Committee in support of this aim, and four members will be taking on the role of Shadow Committee Members this year. As well as giving members the opportunity to gain visibility into the workings of the committee to decide if they would wish to stand for full committee election in the future, this allows us to better include and consider the range of voices and opinions of the ERA's members, especially those that are less represented in the full committee such as those who are earlier in their careers.

We hope you enjoy the conference, whether you are attending in person or virtually, and we would like to express our ongoing gratitude for your participation and involvement in the ERA.

Co-Chairs

Sam Fletcher & Liz Shay

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Agenda

9.30-10.00 Registration & refreshments

10.00-10.15 Welcome ERA Co Chair

10.15-10.50 Keynote Speaker Presentation

Johnny Campbell - CEO @ Social Talent

"The AI Edge: How Expert Exec Recruiters are really using AI"

10.55-11.35 Workshop Session

Gabi Preston-Phypers - Co-Founder @ Tooled Up Raccoons

"How to pick the right technique to help you optimise your candidate discovery?"

11.40-12.15 Speaker Presentation

Theo Smith - Founder @ Neurodiversity at Work

"Neurodiversity at Work: Unleashing Potential in Every Mind"

12.20-12.40 Gold Sponsor Presentation

Jason Starr CEO @ Dillistone Group Plc

"Candidate Research In A Post X-Ray World!"

12.45-2.00 Lunch

2.05-2.50 Panel: "Diversity"

Caroline Grayson Nugent - Head of Board & Executive Recruitment @ Wise Plc

Milimo Banji - Founder @ TapIn

Molly Johnson-Jones - CEO & Founder @ Flexa Career

2.55-3.15 Gold Sponsor Presentation

Heidi Braun, Senior Solutions Consultant @ Cluen

"The Impact of AI on Executive Search - Five Years Later"

3.15-3.35 Break

3.40-4.15 Speaker Presentation

Lee Holbrook - Engineering Talent Sourcing Manager @ Microsoft

"Microsoft's Talent Sourcing Transformation"

4.20-4.55 Final Speaker Presentation

Kevin Green - Chief People Officer @ First Bus a division of FirstGroup Plc

"The Triple threat of Talent, skills and labour shortages"

5.00-5.30 Closing address, networking, refreshments & nibbles

The AI Edge: How Expert Exec Recruiters are really using AI

Johnny Campbell CEO/Co-Founder @ socialtalent.com

Too many AI presentations talk about what AI COULD do.

This is the presentation that shows you exactly what AI DOES do.

Learn how to find candidates, instantly conduct research, craft search strings and messages, develop interview strategies, and provide insights for your clients with ease.

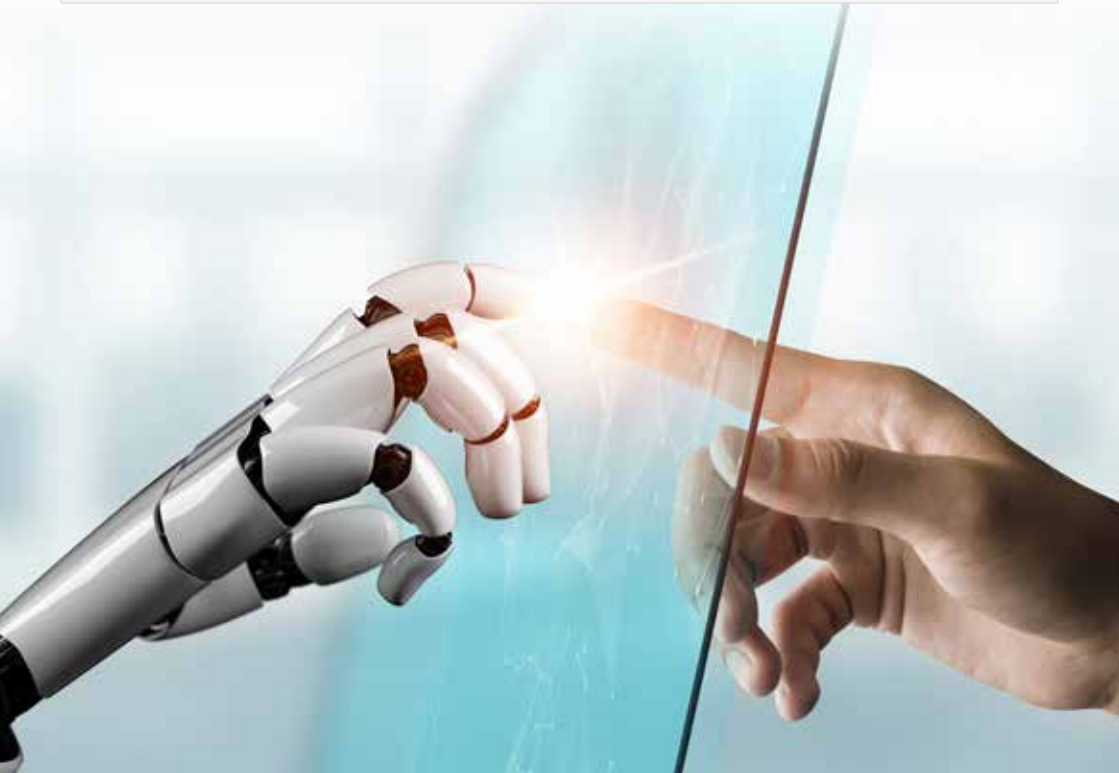
Johnny's hands-on, simple, jargon-free approach makes this presentation accessible to all. Join Johnny to see how AI can make executive recruitment more efficient and effective.



Johnny Campbell

Johnny Campbell is a serial disrupter in the world of talent and HR. As founder and CEO of SocialTalent, the learning platform that helps organisations hire smarter, he works with some of the largest enterprises in the world (such as

Disney, Cisco and Accenture) to help them future proof their organisations and build better workplaces.



How to pick the right technique to help you optimise your candidate discovery?

Gabi Preston-Phyers Co-Founder & CEO @ Tooled Up Raccoons



~60% of candidates are undiscoverable on platforms, this means you are missing huge talent pools. But don't be disheartened, I am here to help! During this 40 minute workshop I will share with you exactly where the candidate discovery challenges stem from, the techniques required to

overcome this hurdle and how to embrace the optimum candidate discovery process to ensure you don't just see the first candidates but the best. Get ready to say goodbye to mindless scrolling and hello to the best candidates.

My name is Gabi Preston-Phyers, and my career path defies convention

Diagnosed with severe dyslexia in childhood, adults predicted limited success. Determined to prove them wrong, I embarked on an educational journey marked by challenges, including an initial setback with 4 U's in A-levels. Undeterred, I persevered, securing a 1:1 in Business & Economics at Bournemouth University after four intense years.

Upon leaving university, J.P. Morgan became my next challenge. My desire for a sales position was hindered by my academic background, leading to a stint in the back office. Driven to break free, I transitioned to the front office seven years later, managing major projects and earning a VP promotion. However, a realisation hit: my career wasn't fulfilling.

Despite advice to stay in banking, I took a bold leap, shifting my career entirely to a SaaS sales position. Motherhood brought a new twist, with rejection upon returning from maternity leave due to perceived attention division. Unwilling to accept this, I left the business.

Shoulders back, I embraced the next pivot, becoming the Director of Operations in a recruitment agency. In just 12 months, I tripled

revenues, transforming the business and prioritising excellence over conformity.

This journey unveiled industry talent challenges, inspiring the birth of Tooled Up Raccoons. Focused on fast-tracking candidate discovery, it has become a tech marvel, and I proudly stand as its Co-Founder.

Beyond business, I engage with international audiences by speaking on podcasts and stages, including the Sourcing Summit in Amsterdam (2023).

As a proud mom to Phoebe (5) and Maria (2) and a wife to Mitch, my family role tops the list on my achievements. The journey has provided unparalleled lessons that no classroom could ever teach you.

My journey, a rollercoaster of twists and turns, both professionally and personally, has taught me that I can be whatever I believe I can be and the only person who will stop me is me.

Remember, never let anyone dictate what you can or can't achieve.

Let's embrace the journey together and rock it hard!

Neurodiversity at Work: Unleashing Potential in Every Mind

Theo Smith Founder @ Neurodiversity World, and Neuromine.ai & award-winning author of 'Neurodiversity at Work'

Theo's keynote will delve into understanding cognitive diversity, its relevance in modern business, and the benefits of neurodiverse teams. Learn strategies to enhance team performance and navigate challenges with empathy.

The session concludes with a dynamic Q&A panel event to further explore these transformative ideas.



Theo Smith

I'm founder of Neurodiversity World - powered by Dynamis Group, Neuromine.ai, a LinkedIn Top Voice, author of the award-winning book 'Neurodiversity at Work' and podcast host of 'Neurodiversity with Theo Smith'.

I've been in HR and Talent leadership for 15+ years and together with Dynamis Group we've consulted a wide variety of industry leaders, organisations, and governments on the topic of Talent and Neurodiversity at Work.



PANEL DISCUSSION "Diversity"

Caroline Grayson Nugent Head of Board & Executive Recruitment @ Wise plc

Caroline's early career was in Executive Search, holding positions at both Korn/ Ferry & Russell Reynolds before moving in-house with The Coca-Cola Company to set up their talent sourcing function across Europe. This ultimately led to a move to Istanbul to take up a broader TA leadership role across Turkey, Central Asia, Caucasus & Russia.

On her return to the UK, she worked with Google's in-house Executive Search team before setting up her own talent consulting business.

In 2021, Caroline joined Wise plc, one of the world's

fastest growing, profitable technology companies to set up and lead an in-house leadership & executive recruiting function.

Caroline has a passion for mindfulness and has trained at Oxford University to teach Mindfulness Based Cognitive Therapy.



Milimo Banji Founder & CEO @ TapIn

Milimo Banji dropped out of university to dedicate his time to helping young people prepare for the working world. At twenty-three he launched TapIn, which has become the leading Gen Z employer branding agency specialising in creating social media campaigns to help employers attract, engage, and hire the diverse Gen Z talent.

As well as building communities across social media TapIn provides careers information to thousands of young people across the UK. The company makes a positive impact on the lives of young people and has been described as "disrupters" of the early

careers space. TapIn completed the 2023 #ThisIsBlackGenZ report, the largest set of research into the experiences of Black Gen Z.

He brings a wealth of expertise on social media, engaging diverse audiences, research and building inclusive teams.



Molly Johnson-Jones CEO & Co-Founder @ Flexa

Molly Johnson-Jones is an expert on all things flexible work, is one of LinkedIn's Top Voices, and is the co-founder of Flexa: the platform making the future of work a reality.

Molly's experience of being fired for asking to work from home one day a week (to accommodate her autoimmune condition) is what first drove her to set up Flexa. Now, the platform is relied on by over

two and a half million users in 100 different countries to find roles that meet their needs, and works with the likes of Mars, Virgin Media O2, BT, and Huel to showcase genuinely flexible working environments.



The Impact of AI on Executive Search - Five Years Later

Heidi Braun Senior Solutions Consultant @ Cluen

Join us for a compelling journey back in time as we revisit Cluen's 2019 presentation on AI's impact on Executive Search. In this session, we will explore how the predictions and insights from five years ago have played out against the backdrop of today's advanced AI capabilities. Delve into an analysis comparing the expectations set in 2019 with the current realities of 2024, examining how AI tools have evolved in the executive search industry. Our speaker will highlight key technological advancements, discuss shifts in the industry's approach to talent acquisition, and provide an informed perspective on how AI has reshaped recruitment strategies.



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 in 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.

Candidate Research in a post X-Ray world!

Jason Starr CEO @ Dillistone Group

The challenges associated with X-Ray are well publicised. What are the solutions? In this short session, Jason Starr of sponsors Talentis will showcase the latest enhancements to the Talentis platform - include a dramatically streamlined approach to target company based research and market mapping!

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.



Microsoft's Talent Sourcing Transformation

Lee Holbrook Engineering Sourcing Manager @ Microsoft

Lee will be presenting how Microsoft is evolving their sourcing strategy to a multi-channel strategy, moving from one-to-one sourcing to one to many at scale, the journey that this is taking Microsoft on and the results it's driving!



Lee Holbrook

Lee Holbrook has worked in the IT industry as a recruiting professional for the past 20 years, formerly of Red Hat and several software startups. Lee has been at Microsoft for the past 7 years currently as the Engineering Sourcing

Manager, leading a large sourcing team responsible for hiring senior or niche profiles into Microsoft's EMEA engineering function.



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The triple threat of talent, skills and labour shortages

Kevin Green Chief People Officer @ First Bus

How do employers deal with a tightening labour market and changing wants and needs of candidates?

Kevin will share the First Bus story of and how a £1bn 14,000-person organisation is transforming itself from an asset-based business to one focused on People and Customers.

His talk will include:

- How to develop a people strategy to attract and retain talent, skills, and labour.
- Why a segmented approach to differing requirements is needed.
- The impact of AI on the UK labour market and why this throws up even more issues for employers.
- How should firms respond to candidates wants and needs, and why transparency wins.
- The role of external providers in the age of shortage.

Kevin Green

Kevin is the Chief People Officer of First Bus – a division of FirstGroup. First Bus is a FTSE 250 Company and is one of the UK's largest bus operators with 14,000 employees. In his time at First Bus, Kevin has kicked off a transformational people strategy, which will put colleagues and customers first. As part of this, People Centricity, a bottom-up change process, has started to roll-out across the business, driving a more human culture across First Bus where colleague behaviours are fully aligned to their purpose of 'your journey is our everything' and the First Bus values – or 'Our Way'. Kevin has also introduced a step change on Diversity and Inclusion including the company-wide introduction of inclusion networks and a 'Celebrating our Differences' development programme for all managers. Quarterly employee engagement surveys are an integral part of ensuring that First Bus listens to its people and becomes a great place to work.

Kevin has been an entrepreneur, a CEO and HRD of a FTSE 100 company. He brings a wide range of skills and experience from each of these roles to assist the organisations he works with. He specialises in businesses that want to scale up or transform. Kevin has long been

recognised as an award-winning business leader.

He has worked with many leadership teams to maximise their performance by developing both unique customer offerings and differentiated people strategies which provide sustainable competitive advantage. His passion is creating great cultures where people want to give their best every day.

As a TEDx speaker, Kevin is an experienced communicator who informs, inspires, and engages his audiences. He has spoken at large conferences but is as comfortable with smaller more intimate round tables or leadership events. His areas of specialism include global labour markets, competitive people strategy, how to create high performing cultures and What great leaders do to create superior performance.



Sponsors - with special thanks to our Gold Sponsors



Talentis is the revolutionary executive search software with AI at its core - it's a new generation cross between CRM, LinkedIn Recruiter and ChatGPT! Search across hundreds of millions of profiles, manage your assignments, develop your client relationships, and transform how your search firm performs.



Cluen has the industry-leading executive search software that secures you ahead of the competitive landscape. Encore Max's AI-enriched technology helps organizations all over the world nurture important relationships, track historical data, and win new business. Experience the advanced executive search software that eliminates your repetitive tasks and integrates with LinkedIn, Gmail and Outlook to streamline your process.

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You will find the link to the survey in your goody bag and sent via email

*Restrictions apply, see www.amazon.co.uk/gc-legal



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)

www.surveymonkey.com/r/MHMP36T



Goody bag pens kindly sponsored by Smartresearchhr

Bottled water kindly sponsored by Henley Research International

40th Anniversary chocolates kindly sponsored by Stratigens




Parkhouse Bell congratulates the ERA on its 40th anniversary



We invite you to join us for a glass of champagne during our networking session to celebrate

Thank you for sponsoring

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