

Graduate Recruitment and Development Forum 2011

4th
ANNUAL

Tuesday 1st February 2011

Central London

Programme Highlights:

- Gain a clearer **understanding of the graduates of today** and tomorrow
- **Strengthen your talent supply** through internships and apprenticeships
- Capture the **brightest and best** people from all backgrounds
- Establish yourself as a major player in the market and ensure that you have a **strong employer brand**
- Attract and **recruit global talent**
- Examine the rationale for developing graduate programmes and **measure the business value** these deliver
- **Understand the learning needs** of your graduates and ways for them to drive their own careers
- Provide **clear approaches to on boarding**
- **Use social media** as a tool for recruitment and make the most of free resources
- Work in **partnership with universities** to attract the right talent



Keynote Address by:

Ben Hayward, *Graduate Recruitment Executive, L'Oréal*



Yannis Batsakoutsas, *Graduate Development Manager EMEA, Citi*



Rachel Rotherham, *Graduate Programme Manager, The Co-operative*



Jenny Bekenn, *Client Services Director, GTI Solutions*



James Darley, *Director of Graduate Recruitment, Teach First*



Philip Wilson, *Chief Psychologist and Head of Marketing, Cabinet Office*

Keynote Address by:

- **Richard Irwin**, *Head of HC Services Student Recruitment, PwC*



Ranjini Sachin, *Graduate Recruitment Manager, EDF Energy*



Katya Verdonck, *Head of Resourcing, EDF Energy*



Helen Bostock, *Global Head Graduate & Embark Resourcing & Development, Barclays Wealth*



Vanessa Soames, *Recruitment Marketing Senior Manager, KPMG*



Alice Hickman, *Graduate Recruitment Manager, University of Portsmouth*



Chaired by:

Gordon Chesterman, *Director, Cambridge University Careers Service*

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Combat the challenges affecting your graduate recruitment and development programme

The 4th annual Graduate Recruitment and Development Conference will be an opportunity to share best practice strategies with industry leaders across the sectors.

Background

Graduate recruiters are fearful that budget reductions and changes to university fees set by the coalition may mean that talented graduates may become even more sparse. The current climate has redefined the position of graduates within the workplace and in doing so has brought forward a variety of new challenges making attracting, recruiting and retaining the brightest graduate talent more difficult.

For future success, organisations' need to create attractive and successful graduate campaigns: to attract the brightest talent, to be able to **deal with high volumes of applications and engage with the next generation of graduates.** All whilst **improving the value and return on the graduate proposition.**

This event will examine how you can combat the challenges surrounding graduate recruitment and development and will feature best practice case studies from many leading industry professionals including: **PricewaterhouseCoopers** who have been placed top of the times 100 list of graduate employers as well as winning numerous awards, **Citi Group** who have formed a transferable five step process to perfect their graduate recruitment scheme and **Teach First** who can offer you guidance on how to establish yourself in the market, to name but a few.

Benefits of Attending?

- Ensure you have the **skills you need** and graduates in place for **future success**
- Work in **partnership with universities** to attract top talent
- **Strengthen your employer brand** and establish yourself as a major player in the market
- **On-board, engage and develop** graduates successfully
- Measure the value of graduate programmes and **improve ROI**
- Attract talent and **recruit from a global market**

Who Should Attend?

- Human Resources
- Graduate Recruitment & Development
- Graduate Programme
- Talent Management
- Employer Brand
- Recruitment & Resourcing
- Training and Development

Who will be speaking?



Yannis Batsakoutsas is the Graduate Development Manager for Citi in EMEA with responsibility for creating and delivering highly innovative entry level programmes that meet the specific needs of the business and link outputs to emerging talent processes. Yannis has held various positions within Citi in Germany, Spain and Greece since 1995.



Rachel Rotherham started as Group Graduate Programme Manager for the Co-operative Group in April 2010. She is responsible for resourcing top calibre graduates to join the Society's leadership programme. Rachel is MCIPD qualified and has spent the last 5 years in various HR roles including training and development.



Jenny Bekenn is the Client Service Director for GTI Solutions she has over 6 years experience in the graduate recruitment industry. Starting her career at Ernst & Young LLP she was responsible for the design and implementation of the consultancy graduate programme. Jenny spent 3 years at HSBC Global Banking & Markets where she looked after graduate and MBA recruitment.



Ranjini Sachin the Graduate Recruitment Manager at EDF Energy graduated from the National Institute of Technology in India. After working in various recruitment and HR roles for the next 5 years, she joined EDF Energy in 2007 as a recruitment specialist and eventually took on the role as the Graduate Recruitment Manager in 2009.



Richard Irwin has been the Head of HC Services Student Recruitment at PwC since 1999, Richard has specialised in both experienced hire and student recruitment. In 2009 Richard moved into PwC's Centre of Expertise to focus on recruitment strategy and then in 2010 he became PwC's head of student recruitment.



James Darley is the Director of Graduate Recruitment at Teach First. He has been working in graduate recruitment for over 12 years. He joined Teach First six years ago from Credit Suisse where he was the European Head of Graduate Recruitment. He also spent two years at Deutsche Bank as Global Head of Fixed Income Graduate Recruitment. At the same time he was a Director at the AGR.



Alice Hickman is the Graduate Recruitment Manager at University of Portsmouth. Initially bought into the University to set up the volunteering services of Purple Door Recruitment, she has worked in a managerial capacity leading the Purple Door Recruitment team and project managing an externally funded Graduate Internships Programme.



Ben Hayward is the Graduate Recruitment Executive at L'Oréal, he has worked for L'Oréal since June 2009, having completed the company's marketing management training scheme. Previously Ben has worked in marketing for the Disney, the BBC and Bartle Bogle Hegarty. Since joining L'Oréal, Ben has been responsible for employer branding, the milk round and marketing of the graduate scheme and attraction and management of L'Oréal's interns.



Philip Wilson is the Chief Psychologist and Head of Marketing at the Cabinet Office where he has focused on the development, evaluation and marketing of Fast Stream - the graduate talent management programme for the Civil Service. Prior to this he was Head of Occupational Psychology at London Fire Brigade, as well as Acting Head of Occupational Psychology for Greater Manchester Police.

Conference Programme

Tuesday 1st February 2011 - Central London

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| | | |
|-------------|--|-------------|
| 09.00-09.30 | Coffee and Registration | |
| 09.30-09.40 | Introduction and Opening Address by Conference Chair Gordon Chesterman, Director, Cambridge University Careers Service | |
| 09.40-10.15 | Is There Another Way to Recruit? <ul style="list-style-type: none"> Coping with increased volume Strengthening your talent supply through internships and apprenticeships Placing brand ambassadors on campus Innovative ways to attract graduates Ben Hayward, Graduate Recruitment Executive, L'Oréal | |
| 10.15-10.40 | Establishing Yourself as Major Player in the Market <ul style="list-style-type: none"> Delivering volume recruitment on a shoestring charity budget Lessons learnt over the past 8 years Approaching ambitious growth targets James Darley, Director of Graduate Recruitment, Teach First | 14.30-14.55 |
| 10.40-10.50 | Questions and Discussion with Speakers | |
| 10.50-11.10 | Coffee and Networking | |
| 11.10-11.35 | Building an Attractive Graduate Scheme <ul style="list-style-type: none"> Succeeding in a competitive landscape Building a global employer brand Helen Bostock, Global Head Graduate & Embark Resourcing & Development, Barclays Wealth | |
| 11.35-12.00 | Who, What, Where, When: Global Recruitment <ul style="list-style-type: none"> Attracting talent and recruiting from a global market Examining the legal issues behind global recruitment e.g. Visas, work permits... Understanding cultural differences and changing your campaign appropriately Jenny Bekenn, Client Services Director, GTI Solutions | 14.55-15.05 |
| 12.00-12.10 | Questions and Discussions with Speakers | 15.05-15.25 |
| 12.10-12.40 | Knowledge Share and Networking Session Your chance to discuss and debate the key issues and seek solutions to your concerns. Knowledge Share is an opportunity to talk through challenging issues in a structured environment Split into roundtable groups and brainstorm and discuss with your peers: <ul style="list-style-type: none"> How can you measure tangible and intangible engagement? How to approach the differences with generation X, Y and Z? How have you found a balance between business needs and graduate needs? | 15.25-15.50 |
| 12.40-13.40 | Lunch and Networking | |

Stream I - Development and Retention

Molding Graduates For Your Business

- Rotational Graduate programmes
 - What are the benefits?
 - Will they return?
 - How is it managed effectively?
 - What are the challenges?
 - Who pays for it?
- Long term benefits of graduate programmes
- Measuring the value of the graduate programmes (both through progression of graduates and value to the business)

Rachel Rotherham, Graduate Programme Manager, The Co-operative

Stream II - Recruitment

Rebuilding Your Employer Brand

- Rebuilding your brand post recession
- Building and communicating your brand and values
- Ensuring your brand reaches campus
- Delivering on your promises
- Continuing communications through recruitment freezes

Ranjini Sachin, Graduate recruitment Manager & Katya Verdonck, Head of Resourcing, EDF Energy

Hang On To Your Graduates

- Strategic alignment – The one agenda approach and stakeholder management
- On-Boarding – Transitioning from the academic to the professional
- Graduate mobility – Exploring depth vs. breadth dilemma
- Continuous development – Understanding the learning needs of your graduates and ways for them to drive their own careers
- Engagement – Assessing graduate support networks
- Return on investment – Measures and measurements of short/long term value

Yannis Batsakoutsas, Graduate Development Manager EMEA, Citi

Using Social Media as a Tool For Recruitment

- Making the most of free resources
- Building your brand through social media and micro sites
- Using the right resources to reach the talent you need
- Social Media best practice

Vanessa Soames, Recruitment Marketing Senior Manager, KPMG

Developing a Graduate Programme from Scratch

- Making your graduate scheme fit for purpose
- Investing in placement development
- Retention of graduates through continuous development
- Learning from the graduates you have
- Overcoming the barriers to scheme development

Ayesha Rahman, Reach Change Project Partner, GMPTE

Changing Graduate Programmes to Reflect Climate

- Redefining graduates roles and responsibilities
- Hiring graduates through restructuring and maintaining engagement of existing employees
- Focusing on the people you already have
- Maximising the ROI of graduate programme

Philip Wilson, Chief Psychologist and Head of Marketing, Cabinet Office

Questions and Discussion with Speakers

Coffee and Networking

Outstanding People, Exceptional Stories – Looking Beyond Academic Achievement

- Outstanding potential takes many forms – academic success is just one of them
- Opening up graduate programme to people who have fallen short of our academic requirement capturing the brightest and best people from all backgrounds
- Developing a more diverse candidate pool without compromising our standards

Richard Irwin, Head of HC Services Student Recruitment, PwC

Understanding the Skills you Need for a Competitive Future

- Working in partnership with universities to attract the right talent
- Examining the benefits of mentoring, work experience and interns
- Looking beyond 'Red Brick' universities (widening your talent pool)

Alice Hickman, Graduate Recruitment Manager, University of Portsmouth

Questions and Discussion with Speakers

Chair's Closing Comments and Close of Conference

Venue
Central London

Date
Tuesday 1st February 2011

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