

High Potentials

A Comparison of International Recruitment-Events

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Business Unit: High Potentials

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Recruitment-Events in Comparison

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Recruitment-Events in Comparison

Analysis Approach (1)

>> Preface:

This study establishes a comparison between Recruitment-Events in Germany, France and the United Kingdom. It presents the usefulness of said events for exhibitors and visitors in terms of contact-breadth and contact-quality.

Because not all contacted event promoters decided to take part in this comparison, first of all the participating events will be listed followed by those that chose not to take part.

All information, which this analysis is based upon has been collected through brochures, internet research and event promoters' personal statements.

All information was collected between March 15th and June 30th 2003.

Recruitment-Events in Comparison

Analysis Approach (2)

>> **Basic Approach:**

At first glance, it is obvious that all Recruitment-Events differ in structure, size as well as offer.

Some events pre-select candidates, others target specific majors. Some offer extensive support programs while at others the number of exhibitors and participants is extremely limited.

>> **Crucial:**

Every Recruitment-Event has advantages and disadvantages. These make them the right instrument for exhibitors and visitors based upon specific expectations, in other words:

>>

Not every event fulfills every expectation!

Recruitment-Events in Comparison

Transparency as a key function

In order to be able to decide which Recruitment-Event fits ones own specifications, **transparency** plays a key role.

- ∅ The different events have to be rendered comparable, without loosing their specific distinctiveness in an evaluation template.
- ∅ Rather than an absolute ranking it is more reasonable to evaluate the events on a predefined numerical rating system based upon multiple criteria and presented in an easily comparable graphic Matrix.

Recruitment-Events in Comparison

Methodology - Rating System (1)

Since candidates and companies approach Recruitment-Events with different objectives, a two dimensional matrix which evaluates all events was created for each perspective.

The rating-matrix for companies is presented on the following dimensions:

- Ø **Marketing Value** → **Number of contacts**
- Ø **Selection Value** → **Quality of contacts**

The rating-matrix for students is presented on the following dimensions:

- Ø **Offer Variety** → **Number of contacts**
- Ø **Contact Quality** → **Quality of contacts**

Each dimension consists of a maximum of 6 criteria and can obtain a maximum value of 10 points.

The criteria were determined through the **Clustering-Approach** and are characteristic of the corresponding dimension.

According to the importance that each criteria takes in the definition of the dimensions they were attributed a point value between 0 and 3.

Recruitment-Events in Comparison

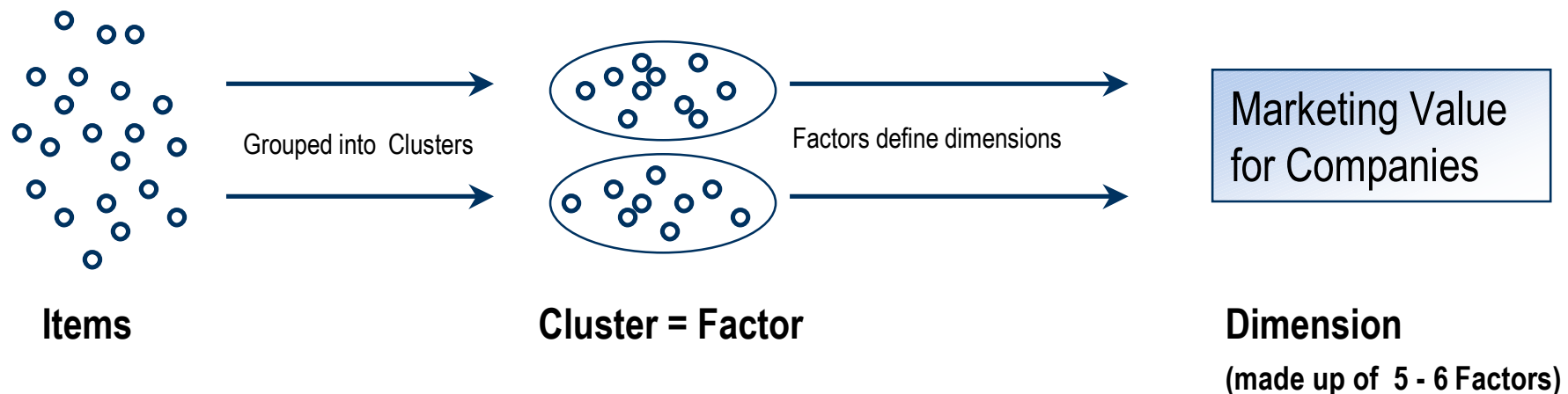
Methodology - Rating System (2)

>> Clustering Process Illustration:

Through brainstorming a pool of descriptive items was grouped for each dimension.

To render this mass of items more meaningful and straightforward, all the similar items were polled into so called clusters .

Each factor, used as basis for valuation is made up of a cluster group under one defining term.



Recruitment-Events in Comparison

Methodology - Rating System (3)

>> Dimension Criteria Presentation:

A recruitment event's **marketing value for companies** is computed through the following weighted factors:

- *Popularity of the event through regional or national media*
- *Size of the event (measured by the volume of visitors and exhibitors)*
- *Open to all majors (yes/no)*
- *Event Support Program*
- *Seminars/Company presentations*

A recruitment event's **selection value for companies** is computed through the following weighted factors:

- *Candidate pre-selection by company profile*
- *Number of exhibiting companies*
- *Sector Specific (yes/no)*
- *Possibility for one-on-one interviews (yes/no)*
- *Possibility for executing workshops/case studies*

Recruitment-Events in Comparison

Methodology - Rating System (4)

A recruitment event's **offer variety for students** is computed through the following weighted factors:

- *Size of the event (based on the volume of visitors and exhibitors)*
- *Number of “Global Players” (Corporations with foreign branch offices)*
- *Open to all majors (yes/no)*
- *Event support program*
- *Seminars/company presentations*

A recruitment event's **contact quality for students** is computed through the following weighted factors:

- *Volume of visitors*
- *Volume of exhibitors*
- *Sector specific (yes/no)*
- *Possibility for one-on-one interviews*
- *Possibility to participate in workshops/case studies*

Recruitment-Events in Comparison

Methodology - Rating System (5)

If each recruitment-event is evaluated on the basis of these individually weighted factors, a point-score between 0 - 10 is found for each dimension as well as a distinguishing strength-profile.

- This means that each participant can compare the distinguishing strength-profiles of the various events with his/her own expectations, and is able to determine whether the event obtained high scores on the individually important criteria or not.

Example: The „Recruit1“ recruitment event marks itself through the following strength profile:

- Marketing Value for Companies: 8 Points
- Selection Value for Companies: 2 Points
- Offer Variety for Students: 8 Points
- Contact Quality for Students: 2 Points

„Recruit1“ would thus be an excellent recruitment event for applicants that care for a general overview of the market and it would be excellent for companies that focus on positioning their company on the job market. The event would be less advisable to students and companies that have a precise conception of what they are looking for and care for personal/intensive contact.

Recruitment-Events in Comparison

The Evaluated Recruitment-Events / Germany

The following German Recruitment-Events were evaluated:

- absolventen_kongress
- Access
- akademika
- bonding
- Campus Chances
- Career Venture
- Connecta
- connecticum
- contacts
- Create your Career
- euroPOOL
- consulting_days
- jobfair 24
- Karrieretag
- Kiss Me
- konaktiva Darmstadt / Dortmund
- Look In
- Perspektive
- Pyramid
- Tag der Wirtschaft
- treffpunkt

Recruitment-Events in Comparison

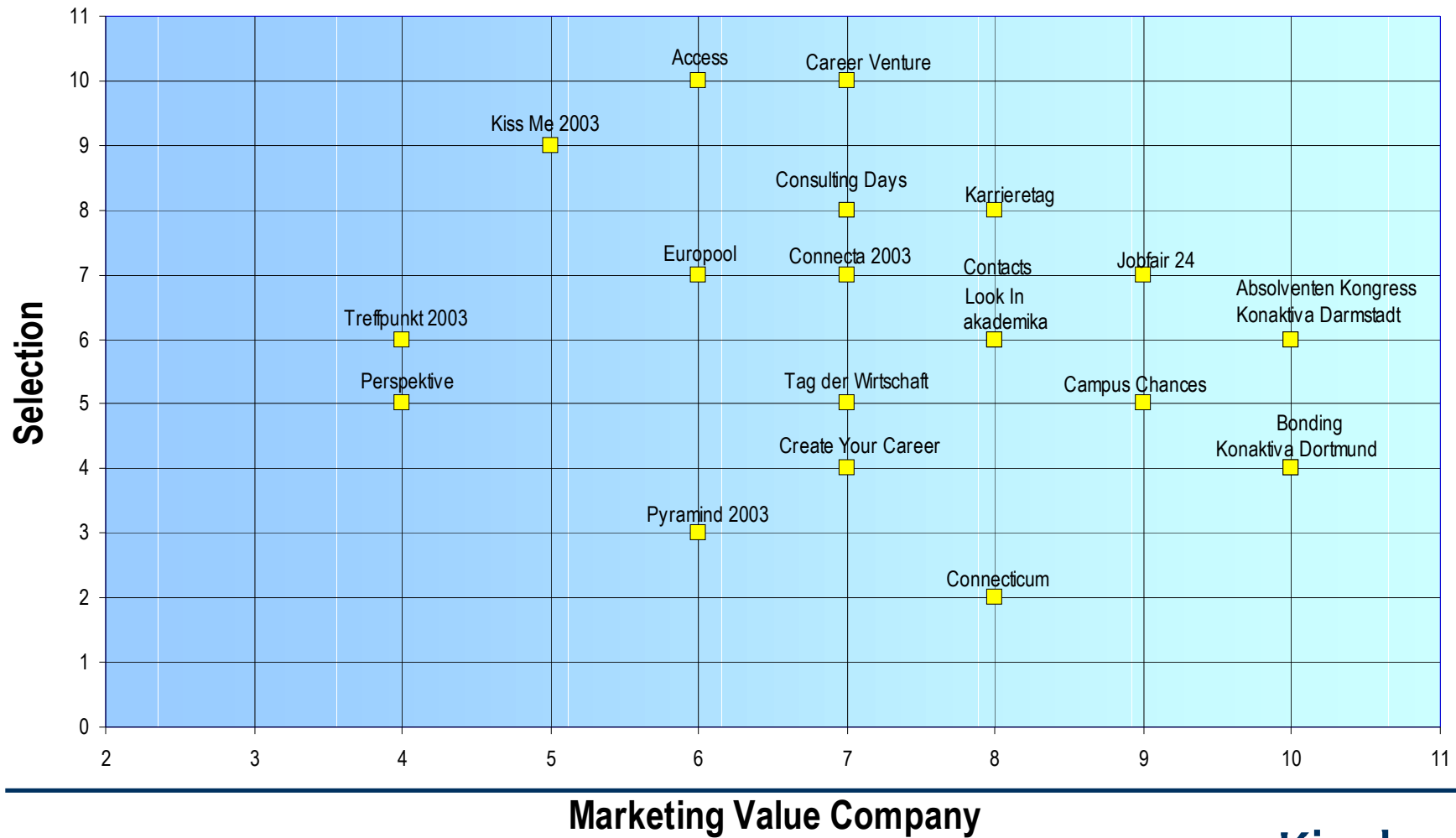
The Evaluated Recruitment-Events / Germany

These German Recruitment-Events did not participate in the evaluation:

- Career Dates
- Career Garden
- Contact
- Go for High Tech
- Ikom
- IkoRo
- JOBcon
- JURAcon
- Tag der Offenen Tür FH Mannheim
- Zukunft & Beruf

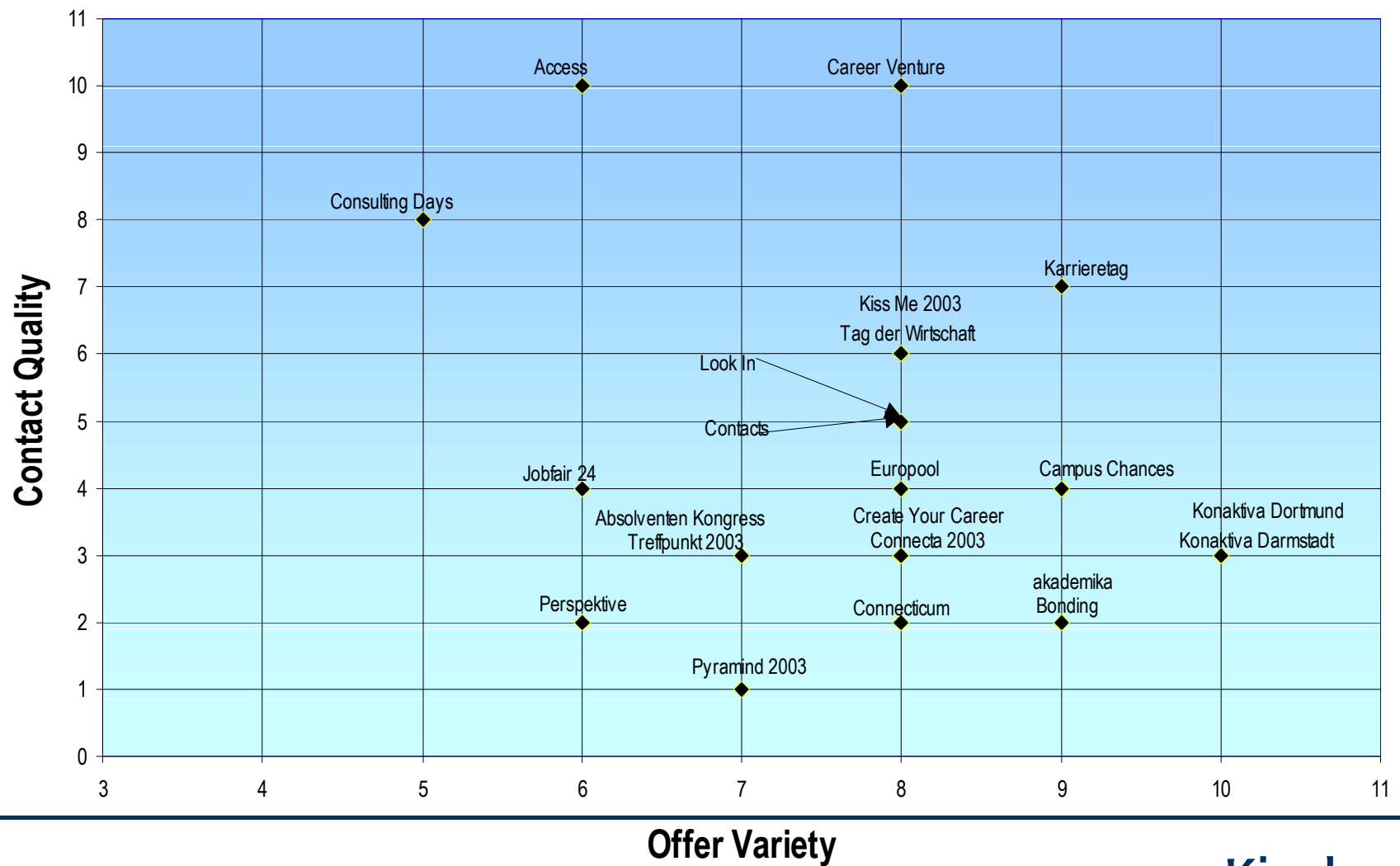
Recruitment-Events in Comparison

Results Overview Germany / Company Matrix



Recruitment-Events in Comparison

Results Overview Germany / Student Matrix



Recruitment-Events in Comparison

Point Scores Germany - Part 1

Event	Marketing Company	Selection Company	Offer Variety Students	Contact Quality Students
Absolventen Kongress	10	6	7	3
Access	6	10	6	10
akademika	8	6	9	2
Bonding	10	4	9	2
Campus Chances	9	5	9	4
Career Venture	7	10	8	10
Connecta 2003	7	7	8	3
Connecticum	8	2	8	2
Contacts	8	6	8	5
Create Your Career	7	4	8	3
Europool	6	7	8	4
Consulting Days	7	8	5	8
Jobfair 24	9	7	6	4
Karrieretag	8	8	9	7

Recruitment-Events in Comparison

Point Scores Germany - Part 2

Event	Marketing Company	Selection Company	Offer Variety Students	Contact Quality Students
Kiss Me 2003	5	9	8	6
Konaktiva Darmstadt	10	6	10	3
Konaktiva Dortmund	10	4	10	3
Look In	8	6	8	5
Perspektive	4	5	6	2
Pyramind 2003	6	3	7	1
Tag der Wirtschaft	7	5	8	6
Treffpunkt 2003	4	6	7	3

Recruitment-Events in Comparison

The Evaluated Recruitment-Events / France

The following French Recruitment-Events were evaluated:

- Le Salon du recrutement International
- Forum des Télécommunications
- Forum Franco Allemand
- Profil Emplois
- Prosearch
- Top Ingenieurs
- Top Techniciens
- Top recrutement Lyons
- Top recrutement Nantes
- Top recrutement Toulouse

Recruitment-Events in Comparison

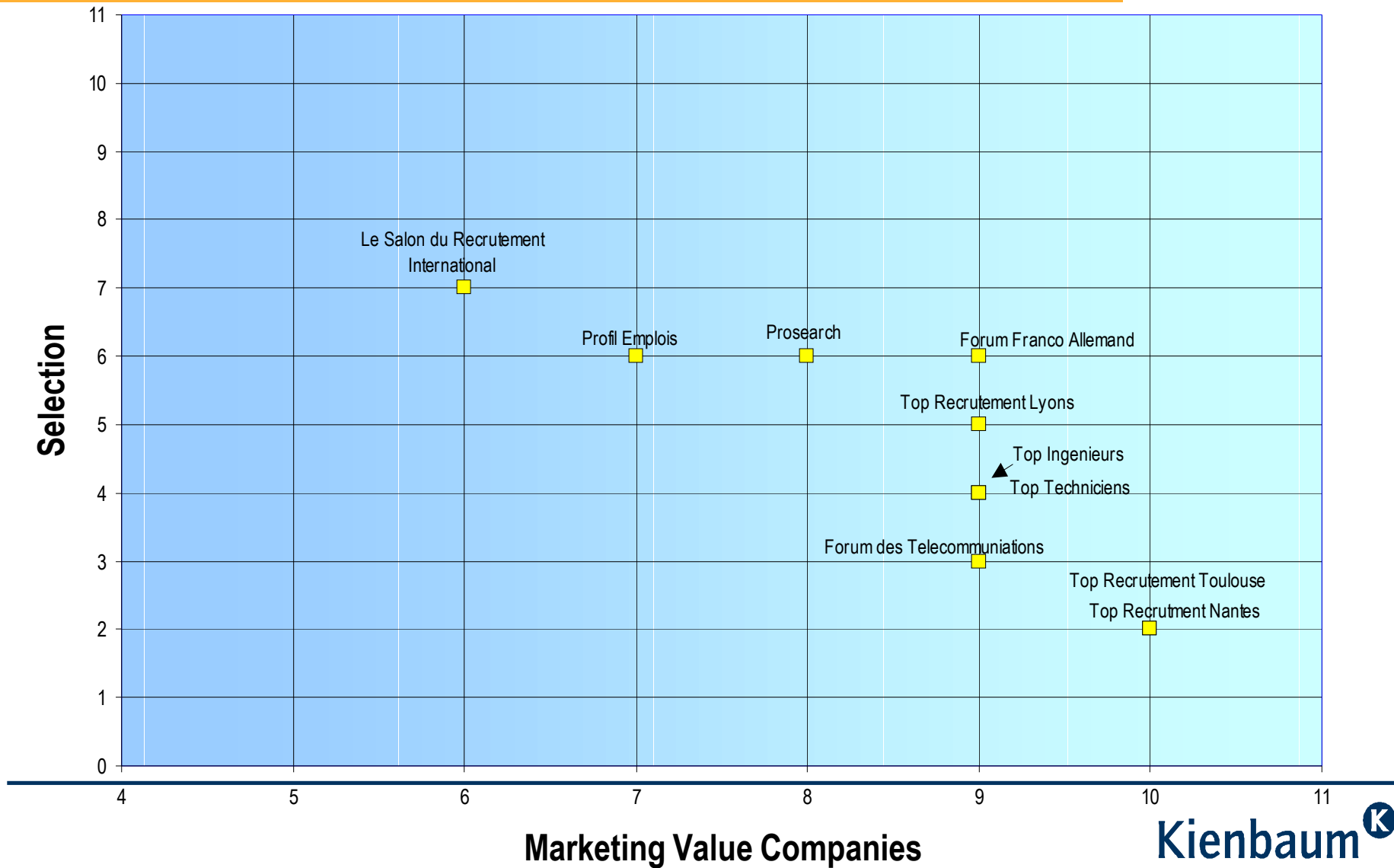
The Evaluated Recruitment-Events / France

These French events did not participate in the evaluation:

- Carrefour des Carrières Commerciales
- Forum Récruitment Initials
- Job Salon Distribution
- Les Jeudis de l'informatique
- Technologica

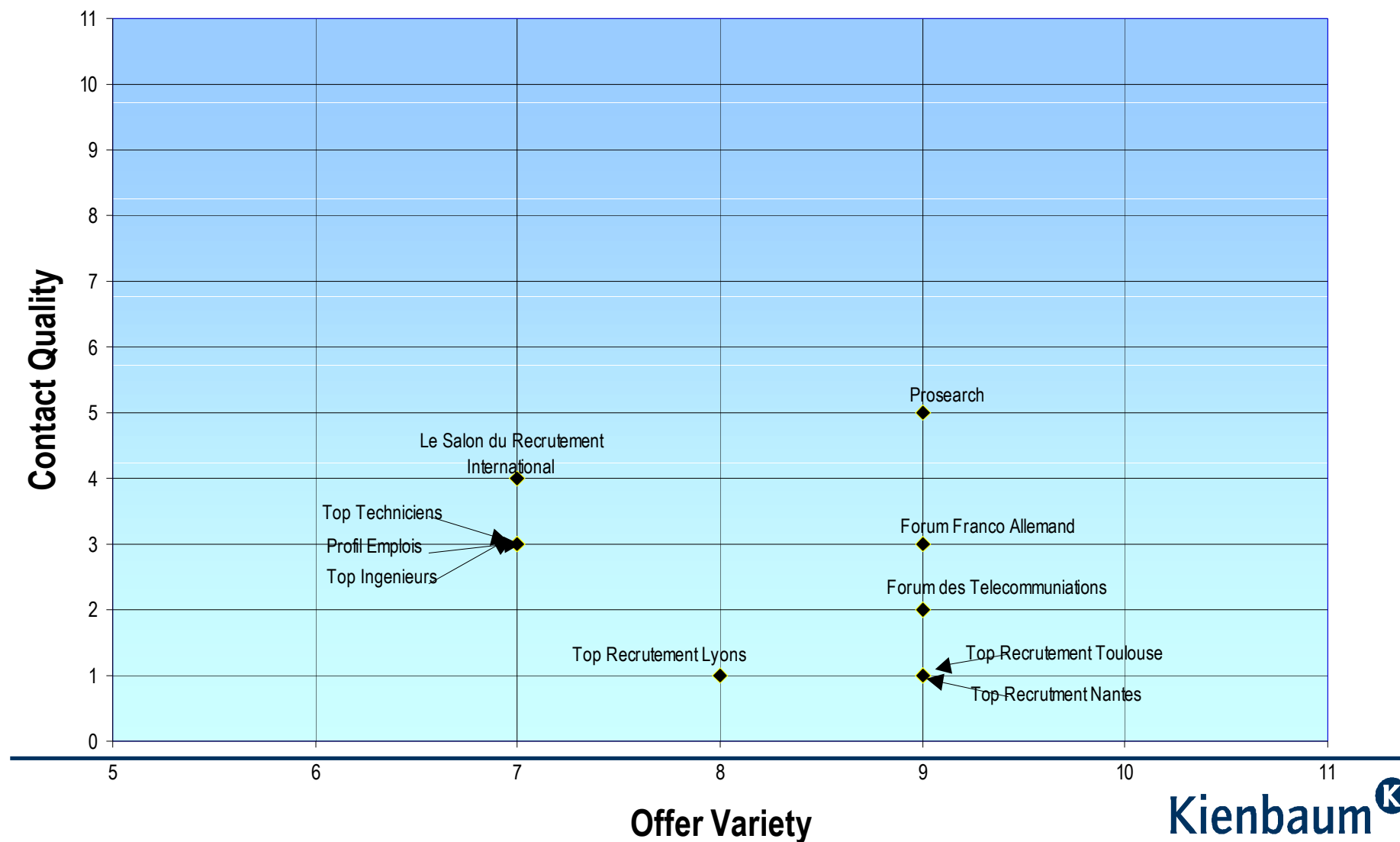
Recruitment-Events in Comparison

Results Overview France / Company Matrix



Recruitment-Events in Comparison

Results Overview France / Student Matrix



Recruitment-Events in Comparison

Point Scores France

France	Marketing Company	Selection Company	Offer Variety Students	Contact Quality Students
Forum des Telecommunications	9	3	9	2
Forum Franco Allemand	9	6	9	3
Le Salon du Recrutement International	6	7	7	4
Profil Emplois	7	6	7	3
Prosearch	8	6	9	5
Top Ingenieurs	9	4	7	3
Top Techniciens	9	4	7	3
Top Recrutement Lyons	9	5	8	1
Top Recrutement Nantes	10	2	9	1
Top Recrutement Toulouse	10	2	9	1

Recruitment-Events in Comparison

The Evaluated Recruitment-Events / United Kingdom Part 1

The following English Recruitment-Events were evaluated:

- Autumn Career Fair
- Autumn Recruitment Fair
- Birmingham Job, Career & Prospects Ex.
- Cardiff Graduate Recruitment Fair
- Cardiff Law Fair
- Careers Opportunity Fair
- Careers & Jobs Live Excel
- Careers Fair St. Andrews
- Edinburgh Graduate Fair
- Finance Fair Warwick
- Gatwick & Crawley Job & Career Ex.
- General Recruitment Fair Warwick
- Graduate Recruitment Fair London
- Heathrow Airport Job & Career Ex.
- Jobfest
- Law Fair Warwick
- Manchester Job, Career & Prospects Ex.
- National Engineering Recruitment Show
- National Graduate Recruitment Show
- Newcastle Graduate Recruitment Fair
- Science & Engineering Recruitment Fair London
- Science, Engineering & IT Fair Warwick

Recruitment-Events in Comparison

The Evaluated Recruitment-Events / United Kingdom Part 2

The following English Recruitment-Events were evaluated:

- Scottish Graduate Fair
- Slough Job, Career & Prospects Ex.
- Summer Graduate Recruitment Fair
- Summer Recruitment Fair Brunel
- Summer Recruitment Fair Exeter
- The Graduate Recruitment Fair Manchester
- Total Jobs Live
- Wembley Job, Career & Prospects Ex.
- Work Ex Fair Warwick
- Yorkshire Autumn Graduate Recruitment Fair

Recruitment-Events in Comparison

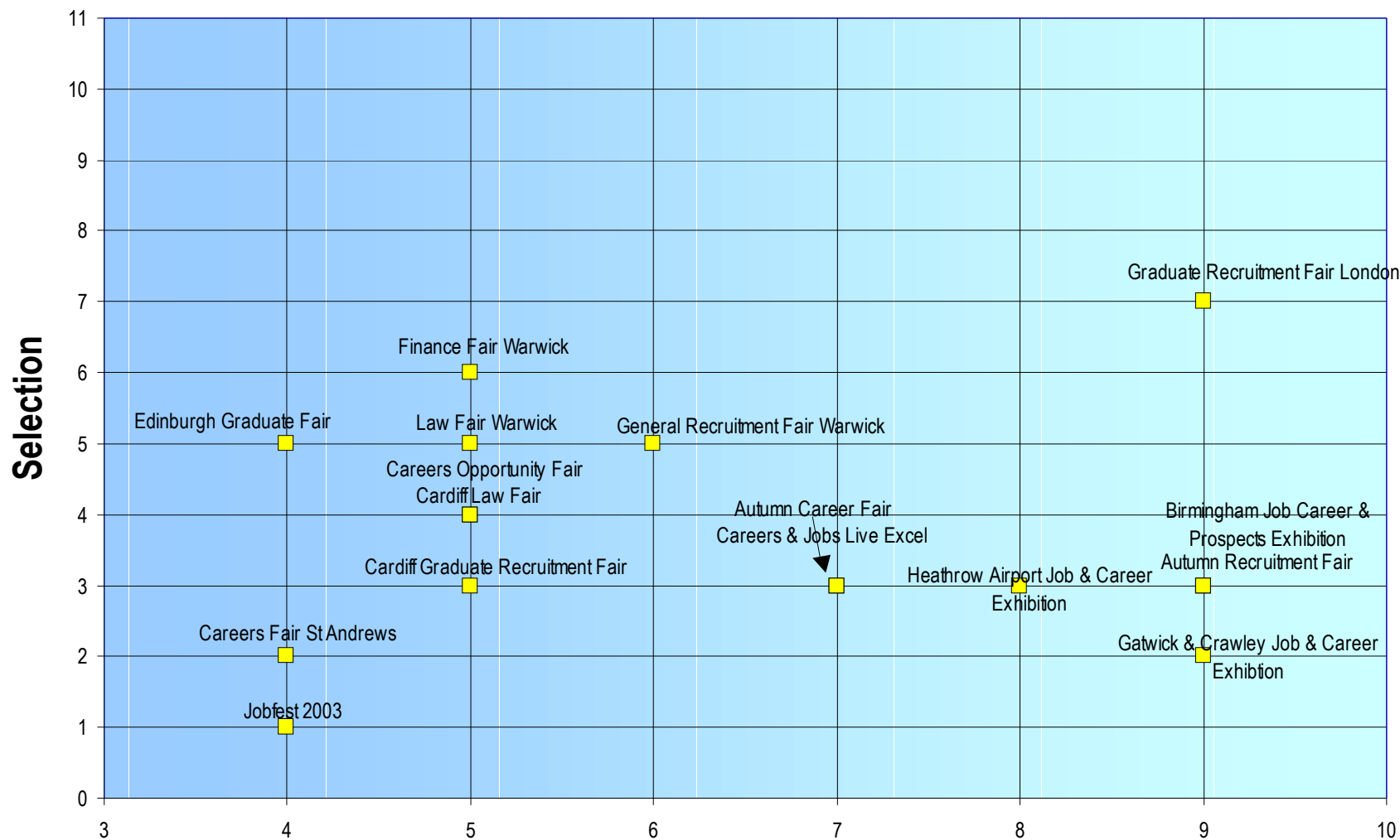
The Evaluated Recruitment-Events / United Kingdom Part 3

These English Recruitment-Events did not participate in the evaluation:

- Career Countdown
- Careers & Jobs Live Exhibition
- Careers Fair Swansea
- Careers Information Fair
- Compass Job Fair
- Dundee Careers Fair
- Graduate Recruitment Fair Liverpool
- Job Scene
- Job Scene Roadshow
- Job Search
- Tech SW
- The Engineering Recruitment Show

Recruitment-Events in Comparison

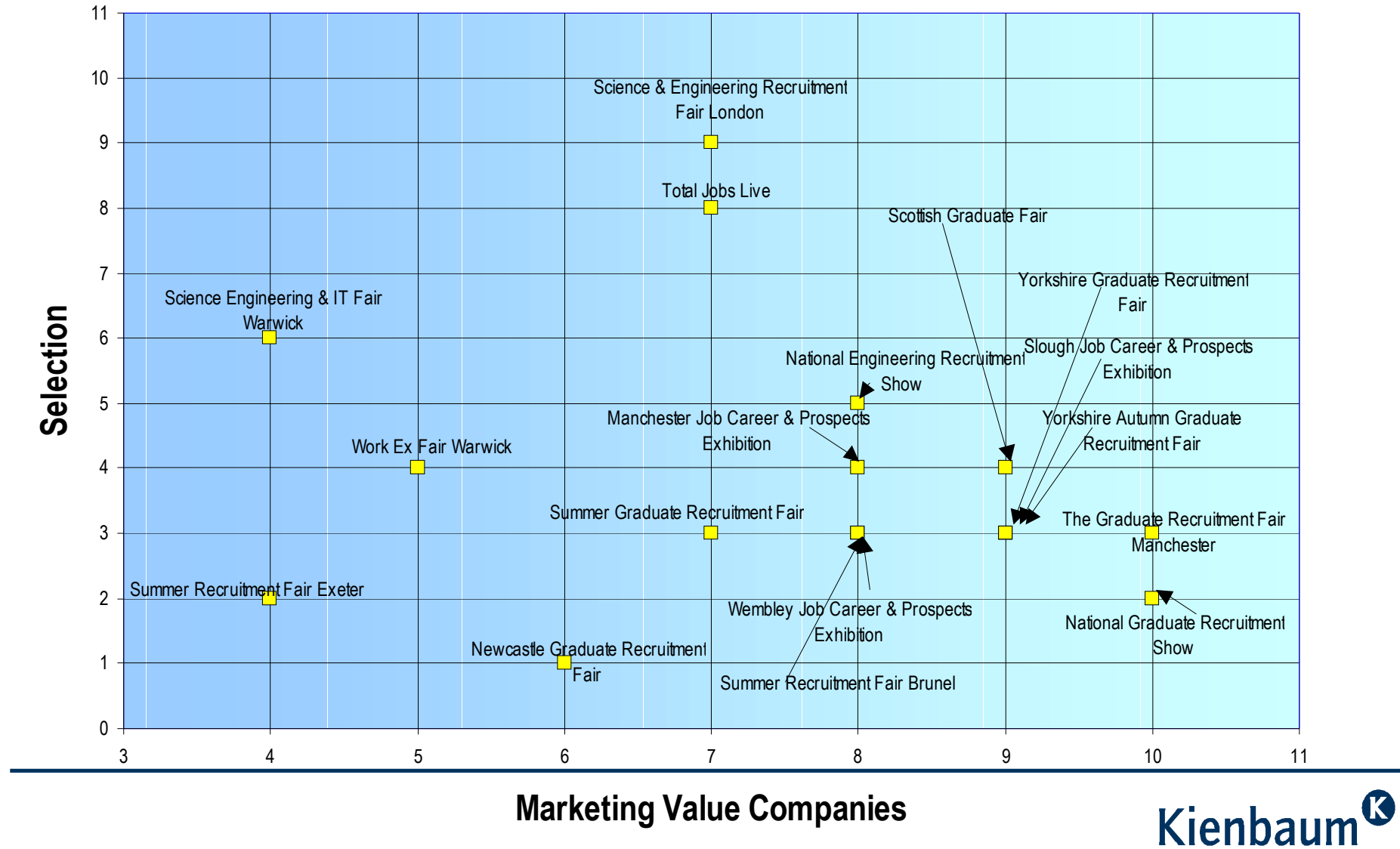
Results Overview United Kingdom / Company Matrix Part 1



Marketing Value Companies

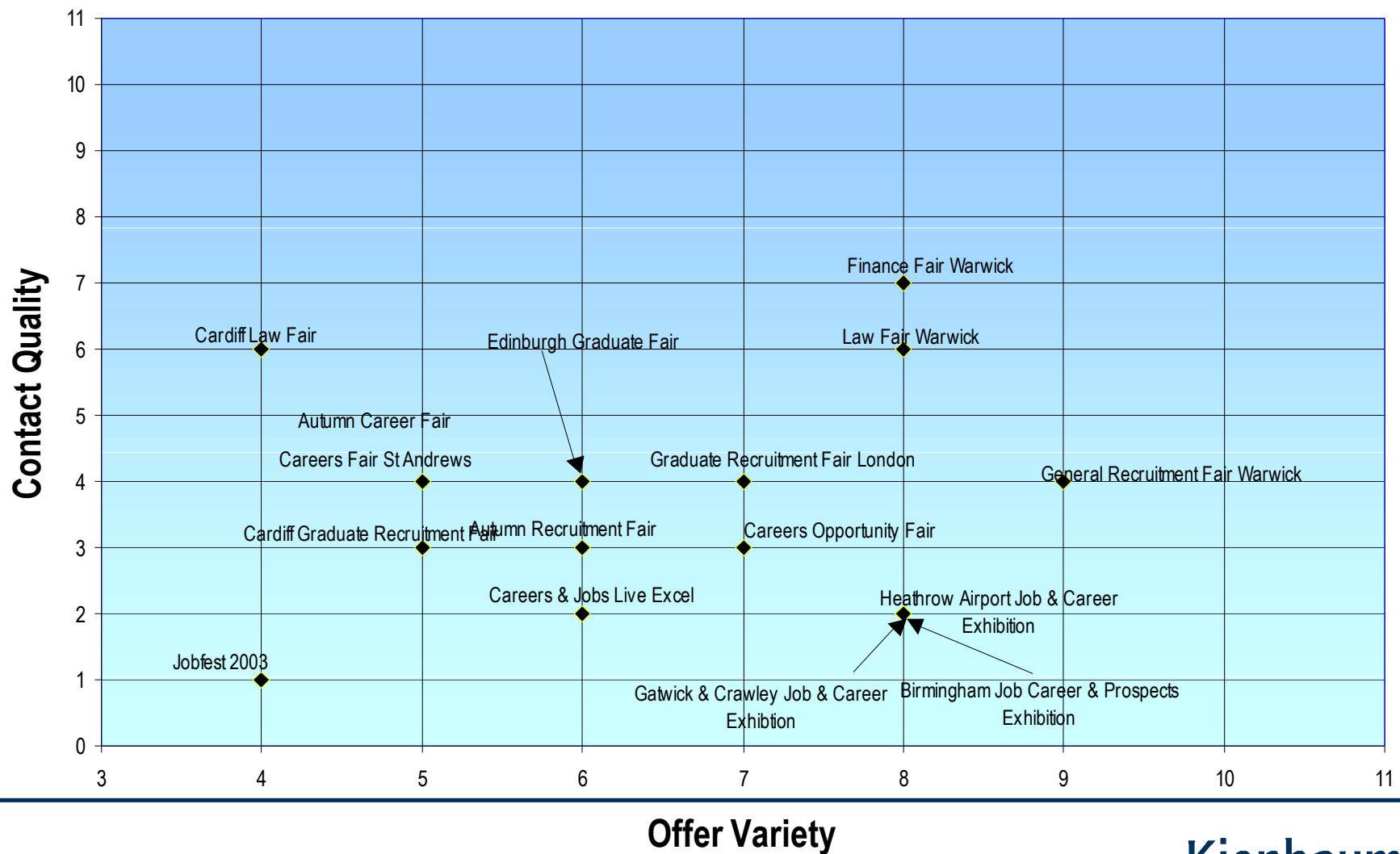
Recruitment-Events in Comparison

Results Overview United Kingdom / Company Matrix Part 2



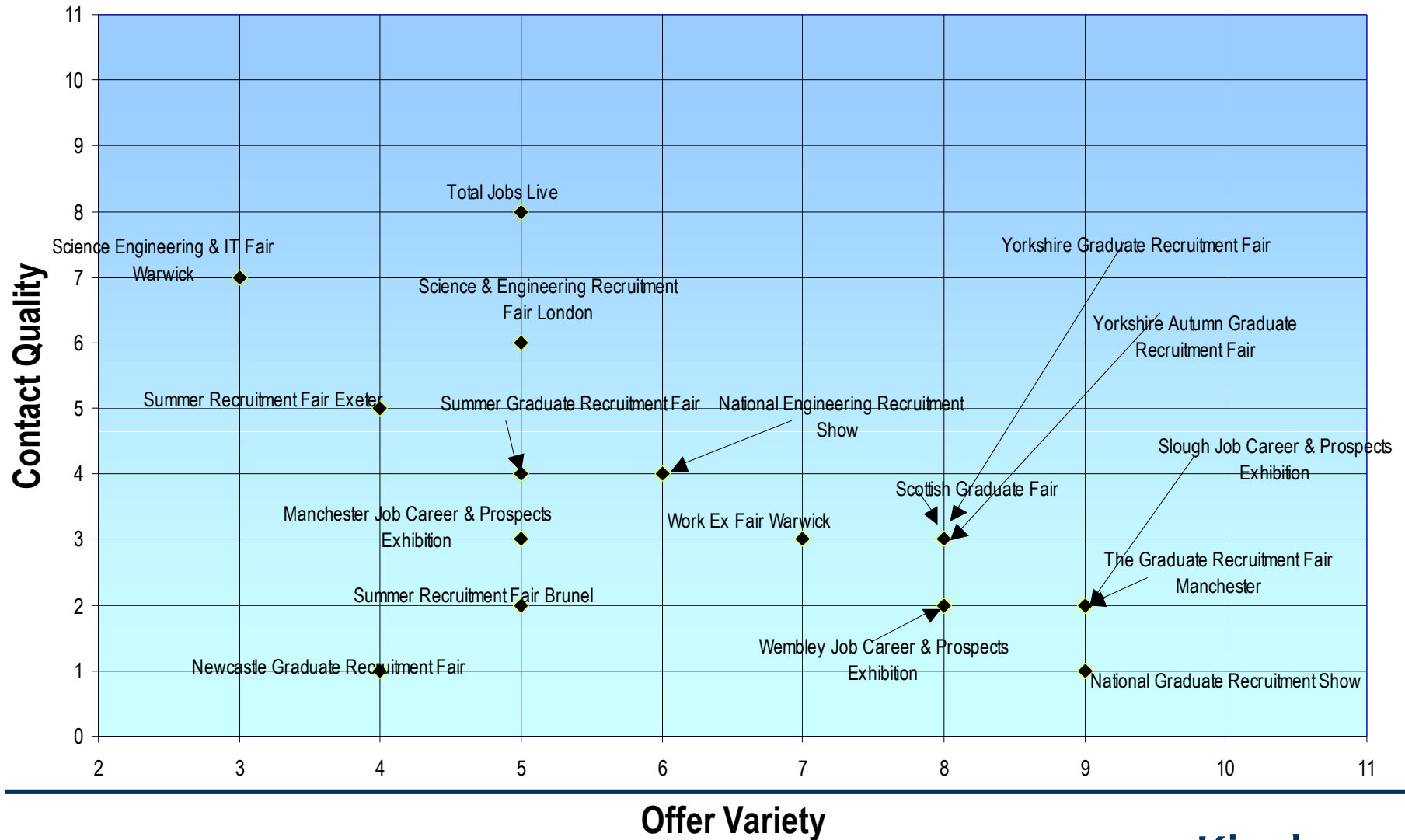
Recruitment-Events in Comparison

Results Overview United Kingdom / Student Matrix Part 1



Recruitment-Events in Comparison

Results Overview United Kingdom / Student Matrix Part 2



Recruitment-Events in Comparison

Point Scores United Kingdom Part 1

Event	Marketing Companies	Selection Companies	Offer Variety Students	Contact Quality Students
Autumn Career Fair	7	3	5	4
Autumn Recruitment Fair	9	3	6	3
Birmingham Job Career & Prospects Exhibition	9	3	8	2
Cardiff Graduate Recruitment Fair	5	3	5	3
Cardiff Law Fair	5	4	4	6
Careers Opportunity Fair	5	4	7	3
Careers & Jobs Live Excel	7	3	6	2
Careers Fair St Andrews	4	2	5	4
Edinburgh Graduate Fair	4	5	6	4
Finance Fair Warwick	5	6	8	7
Gatwick & Crawley Job & Career Exhibition	9	2	8	2

Recruitment-Events in Comparison

Point Scores United Kingdom Part 2

Event	Marketing Company	Selection Company	Offer Variety Students	Contact Quality Students
General Recruitment Fair Warwick	6	5	9	4
Graduate Recruitment Fair London	9	7	7	4
Heathrow Airport Job & Career Exhibition	8	3	8	2
Jobfest 2003	4	1	4	1
Law Fair Warwick	5	5	8	6
Manchester Job Career & Prospects Exhibition	8	4	5	3
National Engineering Recruitment Show	8	5	6	4
National Graduate Recruitment Show	10	2	9	1
Newcastle Graduate Recruitment Fair	6	1	4	1
Science & Engineering Recruitment Fair London	7	9	5	6
Science Engineering & IT Fair Warwick	4	6	3	7

Recruitment-Events in Comparison

Point Scores United Kingdom Part 3

Event	Marketing Company	Selection Company	Offer Variety Students	Contact Quality Students
Scottish Graduate Fair	9	4	8	3
Slough Job Career & Prospects Exhibition	9	3	9	2
Summer Graduate Recruitment Fair	7	3	5	4
Summer Recruitment Fair Brunel	8	3	5	2
Summer Recruitment Fair Exeter	4	2	4	5
The Graduate Recruitment Fair Manchester	10	3	9	2
Total Jobs Live	7	8	5	8
Wembley Job Career & Prospects Exhibition	8	3	8	2
Work Ex Fair Warwick	5	4	7	3
Yorkshire Autumn Graduate Recruitment Fair	9	3	8	2
Yorkshire Graduate Recruitment Fair	9	3	8	2

Recruitment-Events in Comparison

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