

KEYNOTE SPEAKER

Kevin Green
What's Next Consultancy

What's Next ?
CONSULTANCY



Recruitment – the Good, the Bad and the Ugly

Will the industry thrive, survive or decline in the next decade? What does your business need to do to create sustainable success?

- The UK economy post Brexit and what this means for Jobs.
- Labour market trends how do these play out, immigration, ageing workforce, growth in flexible working, millennials and AI.
- Clients behaviour how will this change more in house and greater use of Tech when there are shortages everywhere.
- How to Scale your business:
 - How to compete, be different or die.
 - Your offering. Out of three types of recruiters, which are you?
 - What to measure three box model.
 - Leadership and people; what the great do every day.
 - Funding, marketing and the rest!

Question and answer session

Biography

Kevin Green is the founder and CEO of What's Next Consultancy. He is utilising his 37 years of business experience to help organisations maximise the energy, ingenuity and potential of their people to deliver superior business results.

Kevin has been an entrepreneur, a CEO and HRD of a FTSE 100 and he brings the skills and capability from each of these roles to assist the organisations he works with. He specialises in businesses that want to grow, develop and improve. He does this as a Non-Executive Director, Strategic Advisor or Consultant. Kevin has long been recognised as an excellent and experienced leader. He has always believed that developing and helping people realise their potential is an art and a science. He has worked with many leadership teams and individual leaders to maximise their performance.

For further information and details about Kevin, please click [here](#)

Julieann Fouad
IMS People



Qualified, Interested and Available Candidates: Easy to Find?

In the dynamic recruitment industry, every agency is on a look out for Qualified, Interested and Available candidates. But is this wishful thinking? Or is this easily achievable? Join Julieann to find out how agencies can strengthen their sourcing strategy and in turn improve their profitability.

Key Take Away:

- Obstacles to sourcing the right candidates.
- How can outsourcing strengthen your sourcing activities.
- Best practices for success.

Miles Lloyd
Milestones



The Killer Strategy

A seminar focused on creating and implementing a lean and agile business strategy, to help outmanoeuvre the competition and achieve your ambitions. This high level workshop looks at lifting the lid on how to develop and, MOST IMPORTANTLY, implement a killer strategy through your business. We will focus on three main critical areas:

- Getting it right; which will look at shaping and avoiding pitfalls.
- The winning proposition; understanding what do your customers really think and want.
- Making it a Reality; mapping and navigating the journey to success.

We will also debate the merits of the Plan, Do, Check, Act approach to performance management and how that can play a valuable role in 'making it happen'.

Game Changing Growth

A Seminar that will shine the light on how to win those mega contracts and also get the most from all your existing key clients and convert those big prospects. In these buoyant times it's very easy to grow the sales line... just doing more of the same comes with increased risk and cost, and you can only squeeze so much blood from that stone.

- What if there was a way that your business could structure business development channels in a way that made sales more efficient and effective?
- What if you started to see real success in bids and tenders and by success we mean winning at least 33% of everything you go for?
- What if your business could secure more contracted business? Imagine winning 127 exclusive permanent vacancies on a retained basis, imagine becoming master vendor and growing your contractor base from 80 to 430 in a single client?

ALL THIS IS POSSIBLE and more, if you truly understand your customers and the complexity of the buying environment.

This high level workshop aims to lift the lid on the dark arts of securing game changing growth with focus on two main impact areas; Successful Strategic Sales and Winning Bids & Tenders.

Jeremy Snell
Zero Entropy Networks



Candidates as Customers

The talent pools that recruiters used to fish in are now becoming puddles. The number of good candidates in the visible marketplace appears to be reducing in comparison to growth of new jobs and opportunities across the market. 2019 will prove to be the year of the candidate – those recruiters who have the best candidates will prove to be the winners. No longer is a “big database” what matters, it is the engagement of the candidates on the database with the recruiters who run it.

Jeremy will share his observations on what he sees happening across the global recruitment landscape and how today’s recruitment agencies need to develop their strategies to engage with the talent they seek to place today and in the future. Candidates have almost infinite choice as to whom they work with (30,000+ agencies just in the UK); ultimately those they have the most loyalty to will be those they know, like and trust the most.

Eight Client Meetings to Accelerate Your Results

Everyone in recruitment knows about the power of face to face meetings. Getting in front of a hiring manager, meeting a decision maker or grabbing a coffee with an existing customer to strengthen a relationship is good for your business. However, not every client meeting achieves its full potential. Some of that is because there isn’t always enough definition as to the type of meeting it is and the associated agenda that is required. In this session Jeremy will share with everyone the eight most powerful client meetings that a consultant can book, how to prepare for them and the benefit of defining more explicitly the types of meetings you are booking rather than simply “sales” and “service” meetings.

Alex Arnot
MyNonExec



10 Reasons You'll Never Exit Your Recruitment Company and What You Can do About it.

Having successfully built and exited three companies himself (total value £10M+), Alex has gone on to help over a dozen more owners exit their businesses. In short, he knows what works and what doesn’t.

In this must-attend session he will share with you the how, where, why and when of problems that can befall planned exits – and how you can avoid the numerous pitfalls.

This session is for any owner or director who would like to successfully exit their business either ASAP or at any point in the future. Spending these 20 minutes with Alex at the conference could increase the value of your business by literally £100,000s, or even £millions.

Alex is the board advisor to over 35 recruitment companies (including 12 from TEAM).

Michelle Davies
Candidate Source



Indeed is Not a Job Board!

No matter how much you want it to, Indeed does not charge like a job board! We’ll look at how you can end the month with more CV Database credits than you started with, how to make your spend on advertising go further and how to amalgamate your jobs into campaigns.

Julia Doherty
Green Umbrella Marketing



Getting Over Your Live Video Fear and Thriving on Camera

There's no denying it, live video is not going anywhere soon. It is here to stay. If you've struggled to show up consistently on regular video, you are not alone. Many people feel the same way. Live video, in particular, can be awkward, scary and, at times, a technical pain.

In this strategy-packed session by Julia Doherty of Green Umbrella Marketing, you'll discover tips and techniques to embrace video with a more personal, casual approach while creating a stress-free, seamless experience that attracts your perfect audience.

How to Use LinkedIn's Latest Features to Make Better Connections

There have been many new updates to LinkedIn over the last 12 months, so this webinar covers everything you need to know about their new functionalities.

- Share the latest updates and changes to the platform.
- Cover profile changes and best practices, GIFs, and messaging.
- Dive into the "Find Nearby" app for events and conferences (I love this feature!).
- Discuss video for company pages / best practice along with sponsored video.
- Touch on the Kudos feature in updates and talk about the power of Hashtag Communities (yes, Hashtags are a thing again on LinkedIn).

If you want to keep ahead of your competition by using the latest LinkedIn features then this talk is for you.

Christina Robinson
Green Umbrella Marketing



Stephen Perrin
Aperio Financial Solutions Ltd



The Truth about EMIs

A non-technical introduction to EMIs

- Why are EMIs so popular?
- How do they work?
- Basic rules.
- Making EMIs count as a reward:
 - How many should I issue?
 - Who should I issue them to?
 - When should I issue them?
 - Conditions of grant/vestment?
 - What should I tell employees?

Steve Beckitt
SourceBreaker



How to More than Double your ROI from Technology

Steve will provide immediately actionable advice on how to more than double your ROI from technology and how best to both assess and implement the right solutions for your business.

Poor implementation of technology can not only negate the benefit of the technology but do the opposite of what's intended and actually reduce billings. There are a number of very simple ways to ensure you gain an advantage over your competition, even those competitors with exactly the same tools as you. Steve will help you avoid the common pitfalls and ensure that each technology purchase you make improves your business' profitability.

Julie Futch
The Sales Manager



Combatting Counter-Offer Hell!

Perm recruitment is hard enough in today's market and finding the right candidate is tough. When you do, you want to ensure that the placement happens but how many times do you lose a fee when the candidate hands in their notice and are counter-offered? In this session, Julie shares her three-step process to combat counter offer hell!

How to Make a Killer Spec Call!

How many times have you made a spec/business development call only to be told that you are the tenth person that has called that day from a recruitment agency? As we are in a highly competitive market, it is imperative to stand out from the crowd. In this session you will learn how to make a killer spec call that sets you apart from your competition.

Crawford Temple & Julia Kermod
Professional Passport & FCSA



IR35 Changes in 2020– a whistle stop tour of everything you need to know and do.

You could be forgiven for thinking that you have plenty of time to prepare for the IR35 changes that are coming in next year. In fact, it is essential to start planning and preparing now. Join Crawford and Julia for this practical session that will give you the tools you need to get to grips with the change and position your business ahead of the competition. We want this session to be as interactive as possible, so please bring along your questions for discussion. In this jam-packed session we will also touch on a number of other relevant compliance changes set to affect your business.

Wendy McDougall
Firefish Software



Updating Your Sales Techniques

When you first speak to a client or candidate they have probably made up their mind about you before they even take your call. So the best sales people have already adapted and are doing things differently. However this does not mean that they have ditched all their old methods; it simply means they have evolved. In this session, we'll look at practical examples of how you can make your old-school sales techniques work in this dynamic new world of selling.

Engagement is the Secret Sauce to Recruitment

A first date is exciting, yet it is making the second, third and fourth meeting seem just as exciting that counts. To become a top biller, you need to make your network work for you, become a trusted advisor and get personal recommendations every week. Otherwise you will always be known as just a one hit wonder feeling frustrated, working far too hard and questioning why you chose to work in recruitment most days. In my session we will focus on your personal brand, the four critical hooks of successful engagement and the most appropriate channels to use.

Hesham Shoeb
Barlow Robbins



Brexit and Immigration Law

1. Brexit Update
We will be considering the latest developments surrounding Brexit, analysing the Settled Status Scheme and the implications for businesses reliant on EU workers.
2. Review of the December 2018 Immigration White Paper – A look to the future of the UK Immigration System
We will review the December 2018 Immigration White Paper and what changes to expect to the UK Immigration system.

Louise Rayner
NumberMill



Preparing your Recruitment Agency to Grow, Create Value and Ultimately Sell

Speaking from experience, Louise has created shareholder value and exit strategies in national and SME agencies. In this session she will share how recruitment companies are valued, and how you can demonstrate more value.

Luke Gifford
Associated Technology Solutions



Who Spoofed? - Email Security Education

Spoofing is presently one of the most common forms of security risks we encounter daily and is founded on subterfuge. This presentation starts with understanding the fundamentals of pulling off a successful spoof – speed, carelessness, attention to detail and social engineering. We'll briefly outline what those who spoof aim to achieve by performing this malpractice and how important it is to never offer payment.

Once we establish how spoofing preys on the unprepared, we'll talk you through how to differentiate between legitimate emails and spoofed mail, easing the process of spotting a spoof in the first place.

Finally, we'll cover how to protect against spoofing and run through why it is difficult to prevent, as well as outlining additional email security measures that can be engaged, highlighting their merits.

Paul Chamberlain
Brabners



Legal Updates

The Government's Good Work Plan will change the landscape for employers and recruiters alike. Find out how in this informative session with Paul Chamberlain.

Simon Whitehead & Fiona Brunton
HRC Law and Brunton Bid Writing

HRC Law



How to Win Work and Keep the Profit

Winning work is one thing, but ensuring your contracts are profitable is quite another.

Simon Whitehead of HRC Law will provide practical advice and tips to ensure that the profits you have projected for a new contract are not reduced, or lost, as well as highlighting some of the key risks and pitfalls for your business. 'How to make a profit' will include:

- *Discussion of the common fee structures and the key clauses to look for, so you can ensure protection of your revenue stream and talent pool.*
- *Examples of how clients regularly look to 'claw back' and reduce your fees, hidden within the contract.*
- *An overview of the risks and liabilities, which our clients are regularly asked to take on in return for a successful pitch, and what they mean for your business.*

Veteran bid writer, Fiona Brunton, will share the key tips and techniques that will help you beat your competitors and win contract business through tenders and proposals. The reason why companies lose marks (and therefore lose business) in proposals and tenders is usually down to making one of three simple errors. The 'how to win work' element of the seminar will cover:

- *Seven simple steps to making the evaluator love your answers to tender questions.*
- *How to use compelling evidence and examples to make your bid/proposal stand out and beat the competition.*
- *Tips to answer those challenging equality & diversity and social value questions that consistently trip up SMEs.*



Graham Hansen
HRC Law

HRC Law



GDPR- What has it Really Meant for Recruitment?

10 months on and, despite having more airtime than Strictly, there are still many questions about the impact of the GDPR on the recruitment sector. As the fog lifts on a new world of standard terms, candidate complaints and increasing enforcement, Graham Hansen (Head of Commercial at HRC Law LLP and a data protection and recruitment specialist) will provide key guidance and examples of how GDPR has affected the sector, as well as practical steps and solutions he has used with his clients. This practical guide will include:

- A review of the legal bases on which you may process candidate/worker data, as well as clarity on the information you need to provide and when (including in relation to job boards and LinkedIn).
- An explanation of the common misunderstandings and errors in client standard terms and how these, if ignored, could impact your candidate database, undermine contracts and increase liabilities.
- Examples of the main pressure points for recruitment agencies which are giving rise to complaints and ICO enforcement.
- Guidance on how, and to what extent, you can manage and respond to increasing subject access requests and other data rights.
- A review of the key documents and compliance steps which recruitment agencies need to have put in place, to ensure frictionless data processing and drive real benefit from retained data.

Melanie Johnson & Tim Lane
Sunrock Recruitment
& Park Lane Recruitment



What's Stopping You Recruiting Internationally?

This session covers recruiting internationally and how you can do it if you aren't already, together with:

- The stats around how many recruitment agencies were formed in Companies House in 2018 and how recruiting more overseas could help you beat the huge competition in the UK.
- What opportunities do you have with existing clients who have branches outside the UK? And as TEAM Members what resources do you have at your disposal to recruit internationally?
- How startups can build their LinkedIn networks in key skill and geographic areas and so leverage working with other TEAM Members who have International clients, ultimately splitting a fee.
- Brexit and the potential impact
- Globalisation and Automation including AI and the growing trend for clients (and candidates) to be far less concerned where their recruiter is actually based and more concerned about quality of service, market knowledge and value add.
- TEAM's free International help desk.
- We'll explain how to leverage TEAM's partners, particularly NPA.

Mike Philips from ItsInternational will also be on hand during this session to provide expert advice.

John Nurthen
Staffing Industry Analysts



UK Staffing Trends; 2019 and Beyond

Using SIA's proprietary research data, John Nurthen will take a close look at the shape of the UK staffing market and the threats and opportunities it faces. The presentation will cover economic trends, skills shortages, the evolution of procurement, the growth of the Human Cloud and the complex issues arising from the ongoing development of technology/automation.

Katy Green
Centred Excellence



How to Hire the Right Staff in the 'New' World of Recruitment

"People are not your most important asset. The right people are." Wise words from Jim Collins and that's why finding and hiring great people is imperative to the success of your recruitment business.

In a world where hiring has become even more challenging to get right, this session will give you the blueprint of how to find and hire great people for your business. I will be sharing some 'must have' ninja interview techniques that help you sort through the genuine contenders from those that are trying to pull the wool over your eyes.

Packed with practical solutions you can immediately apply to your own recruitment process, you will leave this session with a clear prototype of who to hire and who not to hire for your needs.

Ben Wardleworth
Engage Technology Partners



Digital Differentiator - Reduce Operating Costs, Increase Margins and Win More Business

With over 25 years' experience in risk management, finance and compliance across the UK financial markets and the recruitment sector, in his workshop Ben will demonstrate how the revolutionary Engage SaaS platform is helping recruiters unlock untapped growth opportunities they don't even know they have, scale up without the operating costs and much more.

Engage is the powerful new platform available to all agencies, no matter what size, and is changing the way hirers and agencies work. Connecting them all in the supply chain for the first time on one platform, it reduces costs, improves compliance and eliminates duplicated administration.

With insightful case studies and stories of how SMEs can win big, this is a must for any agency owner looking to scale up or with perhaps one eye on a future exit strategy.

Paul Uppal
Small Business Commissioner



Late Payments

The office of the Small Business Commissioner was launched in December 2017 to ensure fair payment practices for Britain's 5.7 million small businesses, support them in resolving their payment disputes with larger companies and bring about culture change.

The Commissioner's objective is to change payment practices to ensure supply chain resilience through timely payments. "Successful businesses are built on integrity, entrepreneurial spirit and trusting relationships and I want to highlight that Britain can be the best place for entrepreneurs to establish and grow their own business," Paul Uppal, Small Business Commissioner.

Paul will discuss the success of his Office so far and how he plans to continue to tackle late payment in 2019.

Alex Moyle
Recruiting Gym



Boringly Brilliant: Achieving Pipeline Mastery

Pipeline mastery leads to a boringly brilliant life, so be warned!

Some may enjoy the rollercoaster, but most leaders just want to know what the monthly bottom line is.

Join Alex as he explains the key to consistent billing.

He will focus on the component parts of your sales pipeline, how to prioritise sourcing efforts whilst improving lead generation consistency and conversion activities that really work.

Jo Lee
Marmalade Marketing



Content is (Still) Queen

A massive 86% of UK organisations now use content marketing as part of their ongoing marketing strategies. Great content inspires trust, aids discoverability and builds brand awareness. Join Marmalade Marketing in looking at how recruiters can produce content that will attract and engage the best candidates, clients and professionals in the industry. We will cover:

Developing and implementing an effective content strategy for recruitment businesses WITH or WITHOUT a marketing team

Creating content that's aligned with your audience's goals and aspirations

The importance of content diversity - how to write gender-neutral job adverts and emails - take the Harvard Bias Test

Identifying brand advocates in your team