



## **GLOBAL RECRUITMENT CONFERENCE 2008**

### **DELEGATE MARKETING PLAN**

The RCE team behind Global Recruitment Conference 2008 have over 20 years of experience in running conferences, seminars and symposiums. They have spent the last 10+ years consulting with recruiters and HR executives across Europe, Asia and the US, building relationships and partnerships which will underpin the promotional activities for the event across the world.

We are implementing four key methods for promoting the event to Delegates.

#### **Direct email marketing**

RCE has over 20,000 email addresses that have been collated over the last 2 years. Companies include Corporate and staffing industry businesses, with a wide range of job titles including: EVP Staffing, Director of Resourcing, HR Director, Head of Talent, Global Recruitment Manager, E-Recruitment Manager, Manager Recruitment Process Outsourcing and Recruiter.

Our target list covers Global 2000 organisations, the top 50 companies in the major European countries as well as the 250 largest staffing businesses in Europe.

Email campaigns will commence the 1<sup>st</sup> week in July, enabling those early sponsors of GRC 2008 to ensure that their company brand and services are put in front of key decision makers at the earliest opportunity.

#### **Subscriber Database Marketing**

The team at GRC 2008 are connected to the widest possible range of vendors and suppliers to the recruiting community. Promotional partnerships have already been agreed with UK Recruiter, Compagnon, Intelligence Group, Otys Technology, Arbita and CVO, with further organisations to come on board during the next few weeks. These Media Sponsors will direct market to their user communities and/or broadcast via their relevant newsletters information promoting GRC 2008.

Total Newsletter subscriber reach in countries such as the UK, Central and Eastern Europe. France, the USA and the Netherlands exceeds 35,000.

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### **Viral and Social Networking and Marketing Relationships**

We have been at the forefront of using community platforms to build business relationships. The RCE founding members have over 20,000 first level LinkedIn contacts in their communities across the globe. In the two weeks since the dedicated RCE group was launched on LinkedIn, over 3,000 individuals have requested information and 400 have been approved as members. We will continue to use a variety of social and business networks to promote GRC 2008 and our sponsorship partners.

### **Public Relations**

The team at RCE have one of the widest networks of journalists and bloggers in the industry. Alan and Keith are regularly quoted in HR and recruitment publications in Europe and the US. Utilising these contacts and knowledge will ensure that GRC 2008 and its sponsorship partners receive substantial coverage in both on and off line media across Europe, before and after the event.

Direct PR activity will include press releases, pre-event articles and links across all recruitment and HR blogs. It is expected that all of the event sponsorship and exhibition partners will utilise their own PR methods to enhance both individual company and GRC 2008 event coverage.

The star-studded speaker and workshop line-up will be mining their own extensive global contacts to promote the event as the destination of choice for Global Recruitment Decision Makers in 2008.