



TRU LONDON

***VIBRANT DEBATE -
Recruitment, talent, HR & technology***

jobsite



TRULONDON

1st & 2nd September 2011

If you knew people were ignoring your communications, would you change what you are communicating?

- @masterburnett #TruLondon



Nearly 200 people contributed to the two days of TruLondon helping to create a vibrant hub of thought, debate, disagreement and learning! We had representatives from the US, Australia, Ireland, Holland, Romania, Switzerland, Sweden and South Africa as well as a large UK contingent of recruiters (agency and in-house), HR professionals, technology specialists and consultants.

In keeping with the spirit of spontaneity and discovery that makes TruLondon what it is, we bring you this snapshot of the topics, debates, takeaways and tweets from the event that was TruLondon 4!

Please visit www.jobsite.co.uk/trulondon to discover more!

WHAT IS TALENT?

Capabilities, competencies and skills – or is it just the right person to do the job? There were many discussions over how we define and develop talent. Are recruiters (internal and external) too focussed on filling a job rather than looking for the skills? Most participants agreed that talent was an over used word when most companies were really looking for a skillset.

In most cases the decision to outsource recruitment isn't made by recruitment but by Finance or Procurement

- @oscarmager #TruLondon



EMPLOYER BRANDING – How to get it right

It is now much easier for jobseekers to get visibility in to what it's like to work at a company so employers can no longer rely on pushing out communications; they need to design an employee experience that reflects what it is really like to work there. Great brands aren't engineered, they are grown. The same with employer branding...instead of selling products you're now selling jobs.

Check out the exclusive TruLondon live blog
<http://trulondon4.posterous.com/>

Lesson of the day from #TruLondon I need to shout louder!

- @andymountney #TruLondon

Agreed. RT@HappyEmployee: Too many great tracks, good thing that track hopping is encouraged :-)

- @JasonLauritsen #TruLondon

KEY TAKEOUTS:

Jason Lauritsen

Jason (@JasonLauritsen), one of the Jobsite sponsored international track leaders, offers the below key learnings from his first ever Tru event.



Recruiters are passionate about their work. It doesn't matter where you are on the planet, when you get group of recruiters together, there's going to be a lot opinions, energy and excitement in the room.

True and authentic engagement with candidates and potential candidates seems to be the holy grail of recruitment. Everyone seems to agree that this is critical, but most are still struggling with how to actually make it happen (talent communities, traditional networks, etc.).

Courage is the key to harnessing the power of social media in recruiting. Those recruiters who are willing to take big risks in how they are approaching social media recruitment are seeing the highest payoff. Safe doesn't win in social media.



Take a look at our TruLondon hub webpage for photos, videos and blogs from the event

www.jobsite.co.uk/trulondon

Follow us for recruitment
industry insight @JobsiteUK

BARRIERS TO SOCIAL RECRUITING

Time:

Have recruiters got the time to devote to building the engagement on social media platforms needed to deliver the best candidates and clients?

Where to start:

So many platforms, so little time! Where does the hard pressed recruiter go to start the process?

Candidates:

Are they using social media platforms? If so are they creating the right profiles?

The general advice was to start with one platform and get good with that. And to try different things and don't be scared to get it wrong sometimes. Most of the experts recommended starting with Twitter as that's where you can start having conversations and showcase your knowledge and insights.

"Recruiters are lazy" - I'd like to add - ONLY SOME!
- @ElkieHolland snippet from #TruLondon



WHO'S GOT THE BRIGHTER FUTURE? —

Agency Recruiters or Corporate Recruiters?

This topic gave rise to the most passionate debates with strong advocates on both sides. The main case for external recruiters was that corporate businesses would need to outsource the non-profit making, transactional teams that are not core to the business. The in-house capability would be reserved for strategic teams, involved in workforce planning and vendor management. The external recruiters, with their profit incentives would be more successful at identifying talent.

The argument for corporate recruiters centred on their knowledge and ability to sell their company's opportunities. Businesses survive by the quality of their people and an engaged, committed in-house team can bring to the business better talent than an external who is working for many clients.

Follow the twitter stream
from the event #TruLondon



MOST VIEWED LIVESTREAMS

We ran a series of Livestreamed discussions over the 2 days that were viewed nearly 1700 times. You can still catch them at www.jobsite.co.uk/trulondon These are three to look out for...



Creating an online presence

Panellists : Jorgen Sundberg, Steve Ward

Jobseekers should own their profile, don't let others own it.

Use it to show who you really are.

Using different CV formats can enhance a profile but only if they are done well.

Attracting Passive Candidates

Panellists : Tristan Greaves, Jonny Campbell

Many people have online profiles, they are listed somewhere. They can be found.

Relevance is the key. Look for activity online that implies people may be about to look for a new job.

Looking at behaviours can be an indicator of when people are thinking of changing jobs.



Future of Recruitment Agencies

Panellists : Kevin Wheeler, Keith Robinson, Elkie Holland

Different kind of recruitment agency needed.

Companies are not re-hiring workers that have been let go but are moving to more flexible working patterns.

There's a rising demand for niche specialist agency recruiters who have access to the best candidates in their field.

Influence is getting people to do things they wouldn't otherwise do. Audience only matters if you can move them
- @JasonLauritsen #TruLondon

Call it visionary, but somehow I think #TruLondon will become trending this week. At least in the UK : -)
- @oscarmager #TruLondon

KEY TAKEOUTS: Bill Boorman

Bill (@BillBoorman), the Tru series founder, shares his key learnings below.



The higher number of agency recruiters was encouraging. Corporate and agency recruiters are now closer than ever in terms of operating practices and challenges. While one has clients and the other has hiring managers, both demand excellent results. They need more organizational support and development to move away from being purely transactional.

Small details can make a massive difference. When Bullhorn Reach changed their "apply" button to "talk to us", the response increased dramatically. Applying for a job is a big step, and job seekers are looking for interim engagement and communication steps before making the leap to application.

Technology is evolving to be far more intuitive and predictive. Sectors like retail have learnt to be able to forecast consumer behaviour with a fairly high degree of accuracy. Our challenge is how to use this new technology to support potential candidates and hiring organisations, without infringing privacy or appearing too "big brother."





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*I'd love to do that! RT@Lumesse_UK
Do we need executives or can we
crowdsource leadership?
- @JasonLauritsen #TruLondon*

Thanks to @JobsiteUK for letting me
clear all the Love Hearts from
#TruLondon sweet stand - they'll go
down a treat at the wedding day!
- @James_Mayes #TruLondon

TRULONDON4: In a nutshell

This is what we talked about, and who was doing the most talking!

action alanwhitford amoyal best BillBoorman blog brand
BraveNewTalent candidate charlie_elise community days discussion
employees employer engagement enjoy Europe event everyone experience
FelixWetzel forward getting goig Google GordonLokenberg
great HappyEmployee Hotel HRHappyHour Interested
James_Mayes JasonLauritsen job JobsiteUK join
julesj85 kwheeler LinkedIn LisaScales Livestream looking love LucianT
marketing martincouzens masterburnett media
MervynDinnen mobile_dave oscarmager
PatrickBoonstra Really recruiterblog recruitment says
Schedule stephenodonn stream Talent talking Thanks today
tomorrow track trulondon tweeting two
UKSourcers using video want Wise_Man_Say www.jobsite.co.uk



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ABOUT TRU EVENTS

Jobsite is proud to support the vitality of TRU in the UK and to have made TruLondon, TruLeeds, TruDublin and TruManchester possible over the years.

Jobsite is the Platinum Sponsor for TruLondon: A partnership inspired by the TRU founder Bill Boorman and his unique approach to generating fresh and lively debate around recruitment, talent, HR and technology.

