



# SOURCING RARE SKILLS WITHIN EMEA

## HIGHLIGHTS

Allegis Global Solutions (AGS) delivered a careers event in Prague, Czech Republic to attract potential candidates for hard to fill positions. The event was a resounding success, adding hard to find candidates to the talent community, as well as making four mainframe developer hires for our client.

## CLIENT OVERVIEW

Our client is one of the world's largest IT software and solutions companies, with more than 12,000 employees.

## SITUATION

We deliver RPO services to this client across EMEA, North America, Asia Pacific and Latin America.

## CHALLENGE

Our client was trying to attract 'hard to find', new generation mainframe developers for their offices in the Czech Republic.

To help with our programme delivery team's recruitment efforts, AGS arranged a mainframe careers event in Prague, Czech Republic. The challenge was to create an open house event, attracting local software engineering talent, and involve the business through employee engagement in our recruitment drive.

## SOLUTION

The AGS event proposal was:

- **Three part event:** speakers, Q&A and networking
- **Event targeting:** university students, competitor talent and our talent community
- **Event collateral:** presentations, event flyers, giveaways, food and beverages

### Pre-event marketing

AGS undertook the following activities to attract potential candidates to our mainframe careers event:

- Facebook adverts
- Facebook event
- Eventbrite advertising and booking
- Internal referrals
- University - student email campaign
- Landing page advertising
- Social media postings

### Event preparation

AGS prepared for the event by:

- **Creating:** event flyers (with the mainframe content team), sticker design, five presentations and rolling video content (to be used at the beginning and end of the networking)
- **Ordering:** event flyers, QR code sticker labels (for beers, linking to job descriptions), catering (food and client branded cupcakes), branded headphones
- **Preparing:** presenters, volunteers, room design, guest list, break out networking tables

## POST-EVENT MARKETING

Following the session, AGS also undertook post-event marketing for our client, including:

- Provided event attendee list
- Created blog content
- Leveraged external PR (studentpoint.cz)
- Created a promotional video to market future events
- Internal screen and intranet promotion
- Email marketing to attendees
- Email marketing to non-attendees

## MARKETING RESULTS

The AGS mainframe careers event delivered the following marketing outcomes:

- **New promotional video:** one minute video for use in future client sourcing events
- **Studentpoint.cz:** Spotlight interview with our presenters published in one of Czech Republic's most read online student magazines
- **Careers blog:** 200+ social shares; 450+ hits; 40 job searched with 19 landing on the job descriptions
- **Facebook and social media:** 6000+ new audience reached through Facebook advert
- **Best performing sources:** Facebook (19 tickets) and directly contacting talent community (18 tickets)

## SURVEY RESULTS

Our post event survey feedback delivered the following scores:

- **Overall event rating:** 4.6/5
- **Speakers:** 4.0/5
- **Networking:** 4.4/5
- **Catering:** 4.8/5
- **Flyers and information:** 4.0/5
- **Giveaways:** 4.0/5
- **Refer a friend:** 80 Net Promotor Score

**CAN WE CONTACT YOU ABOUT FUTURE HIRING EVENTS FOR OUR CLIENT?**  
**100% SAID YES**

## RECRUITMENT RESULTS

The AGS Mainframe Careers Event delivered the following:



— **18** —  
**NEW SIGNUPS TO THE TALENT COMMUNITY**

— **18** —  
**ENGAGED TALENT COMMUNITY MEMBERS IN ATTENDANCE**



— **12** —  
**CVs SUBMITTED**

— **11** —  
**INTERVIEWS HELD**



— **4** —  
**HIRES MADE**



### ABOUT ALLEGIS GLOBAL SOLUTIONS

Allegis Global Solutions is founded on a culture that is passionate about transforming the way the world acquires talent by delivering client-focussed solutions that make a difference for businesses worldwide.

