

Members Conference 2009

Essential for Professional Sales Managers, Directors and Consultants

the strong take business from the weak



the smart take business from the strong



Sponsored by: giant
Media partner: Recruiter
Wednesday 7th October
Hilton London Tower Bridge

08:30

COFFEE AND REGISTRATION

09:00

Opening and Welcome – Ann Swain – Chief Executive, APSCo



Ann Swain is the Chief Executive of the Association of Professional Staffing Companies, formed by the merger of the Association of Technology Staffing Companies and the Forum of Professional Recruiters in January 2009. APSCo provides a strong and united voice for those recruitment firms involved in the acquisition of business professionals on behalf of their clients on a permanent or flexible basis.

Ann has a wealth of experience in the professional recruitment market as a recruiter, manager, trainer, sales director, managing director and spent a few years on the client side of the fence as an HR manager.

She was the founder, in 1988 of Learning Curve, the specialist recruitment industry training company which was acquired by the Delphi Group in 1997.

The Professional Recruiters Handbook, co-written with Jane Newell-Brown, was published earlier this year by Kogan Page. It has become a business best seller, out selling its first print run already.

Ann is a well respected authority in our industry, a hugely popular international speaker and a passionate advocate for the UK recruitment profession.

09:30

Plugging Leaky Buckets with Creative Excellence – James Osborne & Gordon Stoddart – Directors, Innergy Ltd



Innergy are an award-winning organisational consultancy and training company that works with some of the UK's leading firms, enabling them to improve their performance, increase their profitability and embrace positive change.

Change is everywhere: markets have been shaken up, customers are more demanding than ever and competitors are driving down margins. So the question facing many recruitment organisations is how do we add even more value, become even more indispensable to the organisations we serve, and build a reputation that increases our influence with both existing and potential customers?

James co-founded Innergy in 2004, following eight years in Sydney working in recruitment and HR, ultimately resulting in a post as general manager with one



of Australia's largest outsourced HR service providers.

Prior to Innergy, Gordon was human resource director for a FTSE 250 business and is an accredited assessor of the European Foundation for Quality Management, which benchmarks organisational excellence across Europe.

James and Gordon will take you through a model to ensure the delivery of innovative, service excellence at every level within your organisation.

10:15

Recruitment is a Web Based Sport – Barry Hinckley – President, Bullhorn



Barry Hinckley helped establish Bullhorn as the fastest-growing On Demand front-office software provider in the staffing and recruiting industry. As Bullhorn's president and the driving force behind Bullhorn's sales to more than 1,400 customers around the world, Barry's work includes evangelising the impact technology can have on the staffing and recruiting industry – an industry that is undergoing radical changes.

Bullhorn has achieved year-on-year revenue growth, making Bullhorn one of the *Boston Business Journal's* "10 Fastest Growing Private Companies" in Massachusetts for three consecutive years.

Recognised as one of Boston's "40 under 40" by the Boston Business Journal and a member of YPO, Barry is a board member of the Massachusetts Staffing Association.

Barry will speak about working from a web-based recruiting platform to better capture and leverage on-line data sources, from Google to LinkedIn.

11:00

REFRESHMENT BREAK – THEN ATTEND EITHER: THE MANAGEMENT TRACK

11:30

Goodbye 21st Century Organisation Design – Bruce Morton & Emma Reynolds – Co-founders, e3 Unlimited



Bruce cut his teeth in the recruitment profession where he designed and implemented some of the largest resourcing solutions across the globe. He worked with Alexander Mann and TMP, among other large organisations before co-founding e3 Unlimited. A sought after international speaker, Bruce has stimulated audiences across the world with his fresh approach and inspiring advice in the new world of work. Bruce has worked with Microsoft, IBM, Hewlett Packard, BUPA, Barclays Bank, O2, and Fujitsu to name but a few.



UK's leading FMCG organisations and co-founding *ask gen y*, a research and generational trends consultancy. Having been a finalist in Queensland's Young Business Woman of the Year, Emma has recently been recognised as one of the UK's top business women in the highly regarded *Management Today's* 35 under 35 awards.

Emma represents the dynamic, gregarious and confident Generation Y. Her professional background is as diverse as the countries she has travelled and includes marketing for a global airline; building the employer brand for one of the

Organisational Development doesn't mean what it used to. The DNA of organisations has changed. Bruce and Emma will give you an insight into how to achieve true employee engagement from your sales team in these challenging times.

12:15

Smart Leadership – Gilly Franklin – Principal Leadership Trainer, Lander Associates



Gilly Franklin's 20+ years in recruitment combines with an academic platform of a Masters in Human Resource Management to give her expertise and credibility in developing leaders within the recruitment arena. Her direct and thought provoking style, extremely well received at the ATSCo conference in 2007, will both challenge and stimulate your thinking about leadership today.

Gilly will examine how good leadership can help to ensure that the recession doesn't turn your organisations into miserable, creative sapping places to be.

How are we adapting to become smart leaders in this emerging, less certain environment and how do we make that change whilst facing the hardest economic climate in over two decades?

This demands clever leadership of your smartest and most creative talent. The challenge is to make your organisations more attractive to your already valuable, clever people.

OR

THE SALES TRACK

11:30

The Top Ten Strategies and Actions Essential for Winning More New Business

Matt Trott & Roy Ripper – Co-founders, Recruitment Juice



Recruitment Juice is a pioneer of ground-breaking DVD training programmes for recruiters worldwide. Since launch in 2006 Recruitment Juice has grown rapidly with major industry acclaim and recently celebrated selling into its 20th country worldwide and also being a finalist at the New York Film Festival Awards in the Professional Education Category.



consultants searching for better ways to do the job.

The company has created a cult-like following amongst its customers, due not only to the fact that its programmes deliver significant results, but because today's recruiters can relate to their fresh and contemporary approach.

Matt Trott, creator of The Spencer Group, a successful multi-disciplined recruitment consultancy also felt the industry was crying out for definitive learning guides to the best techniques.

Roy Ripper has worked in the recruitment industry for over twenty years as a consultant, manager, director and trainer. Every day he meets driven recruitment

The Recruitment Juice Top Ten strategies and actions will show you what you need to be doing now to ensure you generate some essential new business.

12:15

Start As You Mean To Go On – Lloyd Moore – Director, Mooresby Associates



Entering the world of IT Recruitment in 1989, and having been a founder and board member of the contracts business at Computer Futures for 10 years, Lloyd understands what it takes to be successful in the professional services recruitment industry.

Mooresby Associates works with businesses which look to maximise sales through training which differentiates their service and ensures that the

fundamental elements of the recruitment process are completed in a consistently high quality manner.

Lloyd will offer expert advice on how to recognise and maximise the opportunities which a superior job order creates. Engaging, entertaining and backed up by 20 years of success in our industry, Lloyd's presentation is guaranteed to give delegates both practical advice and inspiration.

OR

THE CEO ROUND TABLE DISCUSSION

11:30

Opportunities in Adversity – Derek McAllan - Partner, KPMG



Derek heads up KPMG's offering to the recruitment sector. Derek has been lead partner on a number of major recruitment companies which have seen KPMG deliver innovative and cost saving solutions.

Prior to joining KPMG Derek held a senior finance position at a billion pound multi-site retailer and worked as a consultant accountant in a UK clearing bank.

Outside work, besides spending time with his family, Derek is a keen golfer and restaurant goer.

Presiding over a group of experienced and opinionated CEO's, Derek will chair this lively, insightful and thought provoking debate.

13:00

LUNCH

14.30

Smarter Networking – Heather White - Networking Architect, Smarter Networking



Heather White is the Founder and CEO of Smarter Networking, experts in teaching others how to maximise their networks, networking and business relationships. She walks her talk as the majority of their business comes from networking, word-of-mouth and referrals. Over the last 10 years Heather has built an enviable network of connectors and client base. No matter why you need to network; new business, careers, knowledge, succession, collaborations,

etc, Smarter Networking offer solutions. She does this with humour, energy, practical advice and stacks of results.

Heather is a speaker, author, coach and connector. She has written two books *Networking for Business Success* and *How to Work a Room*. She will help you to make money out of your network.

15:40

REFRESHMENT BREAK

16:00

USA Staffing Expert Panel – Innovative, interactive industry first. Live satellite link to San Jose, California



With positive news from the U.S. Department of Labor and share prices in U.S. staffing companies moving upward, there is a suggestion that the market is finally recovering. By utilising a live satellite link to a studio in San Jose, delegates will have the unique opportunity of quizzing senior executives from the most successful companies, leading industry experts and the highest individual billers in the U.S. As well as your own questions, topics will include:



- **What does the US Recruitment Market look like 18 months after the start of a downturn?**
- **What tactics have been most successful in generating profitable business?**
- **What can we in the UK Recruitment Profession learn from the US experience?**

16:45

SUMMING UP – Ann Swain

17:00

CLOSE – PLEASE JOIN US FOR DRINKS WHICH HAVE BEEN GENEROUSLY SPONSORED BY DANBRO LTD



Conference Organiser: APSCo (The Association of Professional Staffing Companies) is the professional body that represents the interests of organisations engaged in the acquisition of business professionals. APSCo provides a powerful unified voice for the professional staffing Industry and is proud to represent, support and promote such a vibrant and innovative sector of the recruitment industry.

In addition to being a successful business lobbying group, winning recognition for shaping policy in the UK and Europe on key issues facing the professional staffing industry, APSCo runs an extensive programme of events for its members. With over fifty meetings per year, numerous informative publications and a vibrant calendar of social events, APSCo membership has become a key business differentiator. Clients, permanent candidates and contractors in the professional staffing sector prefer to use an APSCo member.



Main Sponsor: We are delighted to have giant as sponsors of the APSCo conference. Established in 1992, giant specialises in the field of employee management and providing services to recruitment agencies.

The range of services include back office software based solutions - background checking, vacancy, candidate, contract and timesheet management, billing, payroll, BACS disaster recovery. Along with umbrella services giant are the Professional Employer Organisation for temporary workers, responsible for all statutory obligations including employment risk.

Agencies and workers benefit from giant's unequalled technology and data security, high volume CHAPS payments, professional advice, unrivalled compliance and financial security. Customer care is always paramount, which is why giant strongbox workers benefit from money back service level guarantees.



Media Partner: Recruiter is the market-leading title for the UK recruitment industry, with a print and online audience that embraces both the external and internal recruitment communities. Published fortnightly, the print publication highlights the key recruitment issues of the day in exclusive news, features, analysis, business intelligence, opinion and spotlights the industry's most influential and provocative personalities. Daily and breaking news alerts bring readers the immediacy of 'need to know now' news, web-unique personal development features and sector-specific news. Recruiter also offers a well-received annual conference and the industry's benchmark annual awards event.

Editor DeeDee Doke is the author of Dorling Kindersley's just-published Interviewing People in its Essential Managers series aimed at improving business practice. She has been the editor of Recruiter since May 2005 and has also written extensively on recruitment and human resources issues for The Sunday Times, The Daily Telegraph, The Guardian and numerous other UK and US titles.



Reception Sponsor: Danbro is a firm of regulated accountants who specialise in providing accounting solutions to thousands of contractors and temporary workers across the UK. They provide a wide variety of solutions; from their umbrella service right through to their tailored Limited Company Services. Moreover, they are the only affiliate member of both APSCo and the Professional Contractors Group to be acclaimed with both the quality management standard ISO 9001:2008 and the Investor In People award. Danbro pride themselves on their high levels of service as well as their long standing reputation for complete compliance. Danbro's aim is to provide the best, unbiased advice at all times, helping contractors to choose the most tax efficient service for their individual needs.

Members Conference 2009



The strong take business from the weak and the smart take business from the strong.

This, the largest sales conference in the recruitment profession, is a market specific, content rich and enlightening day for both sales and sales management professionals.

The focus is on providing information, techniques and tactics that will help to improve the consistency of sales success for even the most experienced recruiters. This is a truly worthwhile day that will produce an immediate and tangible return on investment for recruitment companies both large and small.

Book Now

Booking Information:

To reserve your place(s) at the conference:

Please complete a booking form and return it to the APSCo office by fax on 020 8676 9933 or contact Hayley Morbin at the APSCo office directly on 020 8676 9888.

Cost per delegate:

APSCo members £225.00 (+VAT), Non APSCo members £265.00 (+VAT), Group discount (5+) options available – please contact the APSCo office

Cancellation policy:

Cancellations: We regret that no refunds will be given for any cancellations received after Wednesday 16th September 2009. It may be necessary, for reasons beyond our control, to make changes to the programme content, conference timings and speakers.

Conference venue:

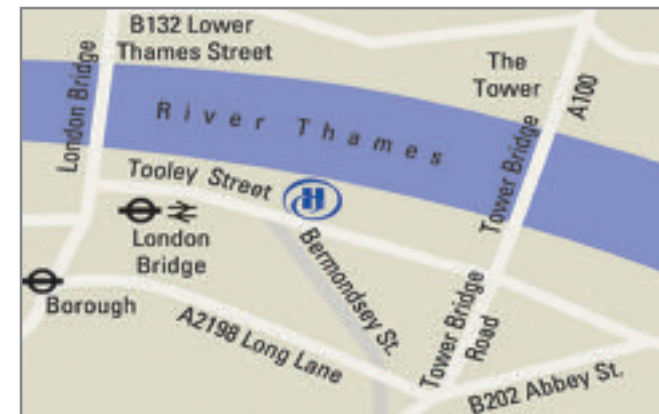
Hilton London Tower Bridge Hotel
5 More London Place, Tooley Street, London SE1 2BY

Conference timing:

Wednesday 7th October 2009
Registration 08:30
Close 17:00
Drinks reception 17:00 – 19:00

Directions to the Conference venue:

Hilton London Tower Bridge Hotel is a 5 minute walk along Tooley Street from London Bridge station, which has connections to the Northern and Jubilee lines, as well as the National Rail network.



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