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The **global** online  
recruitment magazine

ISSUE 134 | OCTOBER 2012  
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ISSUE 134



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# FROM THE EDITOR PREFACE

**W**elcome to the September / October edition of the Onrec Magazine

The Olympics have been marvellous. I volunteered to help and as Gamesmaker and was able to witness at first hand the remarkable spectacle. I bumped into online recruitment software boss Mark Kieve at the Royal artillery Barracks where I was helping out in the Armoury ( photo below).

Recruitment played its part in the Olympics and as you would expect the 70,000 volunteers were recruited online from 250,000 applicants.

So when I was asked to speak at a conference recently about what employers and candidates want from job boards it made me think, and the conclusion I have come to is that all parties need educating. Employers need to be trained to use the software and recruiting tools available and to write accurate adverts, candidates need to be informed of where they are in the process so they don't feel as if they are in

a black hole and as an industry we need to make sure the impressive technology that's available to all is used fully. If we do the recruitment process with be a much more satisfactory process for all.

As we know from recent weeks anything can be achieved if you try hard enough..



**David Hurst, Onrec**



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# NEWS

## VERSION 13.3 RELEASED



## HR Services Releases Version 13.3 of myStaffingPro ATS

Release features usability enhancements to the candidate experience and user interface

Award-winning applicant tracking vendor, HR Services, Inc., today released their latest version of myStaffingPro, 13.3. The release includes usability enhancements to both the candidate experience and the user interface.

"As a SaaS applicant tracking vendor, we are continuously reviewing and improving the software based on our internal product development research and user suggestions. Our latest release provides enhanced usability to users and candidates through new interfaces that are easier to navigate and require less time", stated chief information officer and certified usability analyst Jennifer Brogee.

Candidates who are applying for positions at companies using myStaffingPro applicant tracking software will benefit from redesigned education and work history collection screens. The design features:

- Singular navigation that guides candidates to the next section

- One-click access to edit or remove entries that were parsed from a resume or social networking profile

"The goal with this release is to improve the candidate experience

and thereby increase the application completion rates of our customers," added myStaffingPro president Bob Schulte. "Our product development team then took the release a step further by reconfiguring and enhancing the Add Requisition functionality in myStaffingPro. We are extremely pleased with the results. The feedback from our customers has been extremely positive."

The new Add Requisition functionality provides one-click access to:

- Select the preferred option to copy an existing requisition or create a new one

- View all job descriptions available for use

- Review and edit the job description template before applying it to the requisition

- Preview the job-specific prescreening questions assigned to the job description

- Change the set of prescreening questions assigned to the requisition

The 13.3 enhancements are immediately available to all myStaffingPro customers without an additional fee. To learn more about the latest release of myStaffingPro applicant tracking system, please visit <http://13.mystaffingpro.com>

## EQUEST EXPANDS



## eQuest Expands into Chicago

Offices will serve as new hub for North American sales

eQuest, the global leader in job-posting delivery and Big Data consulting services, today announced the opening of its new office in downtown Chicago. The move represents eQuest's continued expansion into strategic locations of customer growth. The Chicago location opened earlier this month and will be home to eQuest's North American Sales Division.

eQuest provides the Fortune 1000 a single gateway to place job advertisements to an international network of job boards, social and business networks, and industry-focused career sites. Thousands of companies utilize eQuest through Applicant Tracking Systems like Oracle (Taleo), SAP (Successfactors), IBM (Kenexa), Peoplefluent, and many others.

"Our new Chicago sales office will serve as a more favorable hub as we continue to accelerate sales in North America," said Mike Dutter, vice president of global sales, eQuest. "To coincide with planned new product launches later this year – this is the right step at the right time."

eQuest has experienced a 600% growth rate in job posting distribution over the last 5 years and a 500% growth rate in its OFCCP Compliance audit division in the last 4 years.



## CEZANNE PARTNERSHIP

## Rockpool Digital selects Cezanne

Rockpool Digital, one of the UK's fastest growing digital agencies, is improving the way it manages its people with the help of Cezanne OnDemand, an online HR software for small and mid-sized businesses that's available on pay as you go Software-as-a-Service (SaaS) basis.

With teams based in both Bristol and London, and working with FTSE and high growth companies, Rockpool has enjoyed rapid growth since it was formed in 2004. Consistently profitable, the business has grown multi-million revenues based on a foundation of investing in its employees and processes in order to deliver a service that clearly differentiates it from its competitors.

As part of the company's mission to make life easier for clients, their customers, employees and the wider community, Rockpool brought on board Stephanie Bond, an experienced and MCIPD-accredited HR professional, as HR Manager to set up and run the HR department.

One of the first challenges Stephanie tackled was managing HR data for an ever expanding team. Stephanie says: "When I first joined, information relating to employees was held in a number of files, which meant that any kind of reporting was extremely laborious. My first step was to move the data into Excel as a short term solution whilst I researched HR systems."

With over 10 years' experience working within HR, predominately in larger organisations and having used different HR systems, Stephanie understood the benefits that an HR system could bring to the business. However, as she explains: "The HR software that I had used in the past was just too expensive and inflexible for a small, fast growing business such as Rockpool."

After speaking with fellow CIPD members and researching different options, Stephanie invited a number of suppliers to demonstrate their software. The companies included a mixture of traditional HR software suppliers and those that offered SaaS HR software, sometimes referred to as 'HR in the Cloud' or online HR software.

## EPLAY APPOINTMENT



## Intramezzo makes an executive appointment with Eploy

Intramezzo Ltd is the latest executive search firm to turn to Eploy® for its web-based recruitment software system, which features an extensive and unique set of executive recruitment search tools based around the researching and promotion of quality candidates

Intramezzo Ltd is the latest executive search firm to turn to Eploy® for its web-based recruitment software system, which features an extensive and unique set of executive recruitment search tools based around the researching and promotion of quality candidates.

Operating in the merged markets of Executive and Non-Executive Search and Interim Management, Intramezzo specialises in providing senior executive talent, including Interim Managers in the UK and across Europe with a focus on the hi-tech sector.

Chris Bogh, Eploy's Technical Director said: "As a forward thinking company that works at an incredibly fast pace and which already cleverly utilises the power of web and social media, Intramezzo recognised the importance of using the latest in recruitment software technology.

Intramezzo will be using Eploy to manage its whole search process and further strengthen its research capabilities, tracking, monitoring and simplifying the management of this information."

Mary Hill, Operations Director, Intramezzo Ltd confirmed: "We had high expectations of the Eploy system which we are pleased to say have been

exceeded. Its use has resulted in a much more streamlined and efficient way of working and sharing information, and the speed and accuracy of the CV parsing tool is probably second to none. The Eploy team are exceptional in their approach to customer service and 'can do' attitude and this makes the company a pleasure to do business with."

Eploy has experienced an unprecedented level of interest from executive search companies over the last 12-18 months, and in addition to Intramezzo has secured contracts with Norman Broadbent, The Oval Partnership and Influence International to name a few.

Chris concludes "We have invested a significant amount of development time over the last few years on our executive search features, and it is great to see this investment continuing to pay off.

Eploy has always been successful in this sector but in our latest version we have really fine-tuned the existing functionality and added even more exciting new innovations. Our executive search clients were some of the first to make extensive use of Eploy's social recruiting tools but the rest of our client base are now catching up quickly."

# NEWS

## CV-LIBRARY ADVERTISING

### CV-Library Bring Offline Candidates On Board

CV-Library launches their second offline marketing campaign today; their TV advert is being aired in all major gym chains and eye-catching print ads are live in the UK's largest cities

CV-Library launches their second offline marketing campaign today; their TV advert is being aired in all major gym chains and eye-catching print ads are live in the UK's largest cities.

The job board's aim is to attract even more job seekers to their extensive database of five million CVs and cement trust with the brand for both recruiters and candidates. The TV advert will be viewed over 26 million times and their latest London Underground adverts will be seen by over 1.8 million commuters.

CV-Library is also advertising in two of the UK's busiest train stations; Bristol Templemead and Manchester Oxford. Their striking artwork across the stations' main ticket gates will be seen by over one million train passengers over the next four weeks.

Lee Biggins, Managing Director: "We're using these campaigns to educate candidates in how to find their next job online as well as re-engaging with users who have already used CV-Library in the past. Our message has remained clear and concise in all of our marketing campaigns; driving candidates to the site and increasing job application figures across all sectors."

The creators of the massively successful MoneySupermarket.com and Confused.com adverts were employed by CV-Library to create the hard-hitting, highly responsive TV advert. The commercial is being aired in leading gym chains across the UK, including; Virgin Active, Fitness First, Nuffield and LA Fitness.

Find out more about CV-Library's offline marketing here: <http://www.cv-library.co.uk/advertising-channels.html>

## DO YOU DESERVE TO BE RICH?

### Do you deserve to be rich? PsychTests research reveals that it depends on your personality

PsychTests.com, a pioneer in online psychological assessments, has released its newest study on the role that personality plays in success potential

PsychTests.com, has released its newest study on the role that personality plays in success potential. PsychTests research indicates that the differentiation between successful people and less successful people could be summed up in roughly one word - fearlessness.

It's been the theme of many books - the wealth mindset. What is it that allows a person to go from abject poverty to a 5-bathroom, 15-car garage mansion, for example, while another remains within his or her less fortunate circumstances? When most people hear rags-to-riches stories, they appreciate the concept - maybe even glean some inspiration from it - but the idea of going from 'just getting by to 'success beyond one's wildest dreams' often falls under the category of "Things that will never happen to me." So how does it happen?

Researchers from PsychTests compared the personalities of people in different socio-economic brackets, and uncovered distinct differences between those in the \$75,000+ salary range, and those under \$25,000 in six areas:

1) Fear of success: People with this fear tend to walk away from opportunities. They are afraid of getting their hopes up, or that their success will bring on responsibilities and expectations that they won't be able to handle. They also tend to believe that they don't deserve success to begin with.

2) Fear of the social consequences of success: The basis of this fear is the impact that personal success will have on loved ones. There is a fear of jealousy, of being ostracized or, on the contrary, of

becoming the center of attention.

3) Fear of failure: This is a pretty straightforward fear, and is often tied into the belief of not being good enough (i.e. self-esteem). A fear of failure can be extremely debilitating, holding a person back from taking risks, setting goals, and doing anything outside their comfort zone.

4) Drive and ambition: This is the impetus that moves a person forward. A person who sets goals and puts the effort into achieving them increases their success potential exponentially.

5) Self-esteem: The role that self-esteem plays in success is invaluable. Those who don't believe in themselves are less likely to succeed - and even if they do get a taste of success, it is more likely to be short-lived because they won't feel like they deserve it.

6) Locus of control: Those with an external locus of control believe that success, and their life in general, is not within their control. They feel as though they are a victim of their circumstances/ lot in life. Those with an internal locus of control believe that it is their actions that determine the direction that their life takes.

PsychTests compared adults over the age of 30 in low and high salary ranges (\$75,000 and over vs. \$25,000 or less). Their statistics reveal that people at the \$75,000+ level show a lower degree of fear (of success, of failure, of the social consequences of success), and a higher level of ambition and drive. They also have a higher level of self-esteem (a score gap of 12 points), and take a more proactive approach to life, choosing to believe that whether they succeed or fail is entirely in their hands.



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# NEWS & PARTNERSHIPS

## REC joins forces with Skills CFA to develop first recruitment apprenticeship

The Recruitment and Employment Confederation (REC) is joining forces with business apprenticeship issuing authority Skills CFA to develop the first Advanced and Higher Level Apprenticeship in recruitment

The Recruitment and Employment Confederation (REC) is joining forces with business apprenticeship issuing authority Skills CFA to develop the first Advanced and Higher Level Apprenticeship in recruitment.

As part of the Skills CFA's Pan Sector Partnership that joins leading professional bodies in business skills including Chartered Institute of Personnel and Development, the Institute of Leadership and Management and the Trade Unions Congress and four other cross-industry bodies – the REC will work to develop standards, qualifications and training programmes across the UK for a whole range of business skills.

Skills CFA has one of the largest remits of any standards-setting body or Sector Skills Council by developing business standards and apprenticeships which represent 10 million employees in the UK.

On joining the partnership this month the REC's first joint initiative with Skills CFA is a bid to the UK Commission for Employment and Skills (UKCES), submitted today, to create the first Advanced and Higher Level Apprenticeship in recruitment for England and Wales.

REC CEO Kevin Green says:

"It's both exciting and a huge privilege to partner with Skills CFA to spearhead the development of the first ever apprenticeship in recruitment.

We've had very enthusiastic support from some of the UK's largest recruiters for this project, and we will work with all interested parties to make this a significant development for the recruitment industry over the next year.

"Recruitment is a people-centric industry and our standards of service and professionalism can be greatly enhanced by a systematic approach to attracting and developing the people who chose to become recruiters."

Skills CFA Chief Executive, Jenny Hewell, says:

"We are delighted to have REC as the newest member in our partnership, to help us harness the best recruitment skill development opportunities for the UK. Each year the industry is estimated to be responsible for placing up to one and a half million individuals in jobs.

"We value our partnership with the REC and know it will be critical to the work we plan to do on standards, qualifications, apprenticeships and the business skills agenda. With nine other partner organisations in the same partnership we are committed to providing the best opportunities for developing and testing world class business skills for organisations that have gaps in their skill base, hard to fill posts or sturdy competition in their sector."

## NCEjobs Launch Salary Tracker

EMAP, the business-to-business publishing group, today launch a salary tracker service for their engineering job board NCEjobs.co.uk

EMAP, the business-to-business publishing group, today launch a salary tracker service for their engineering job board NCEjobs.co.uk. The free-to-use salary tracker software provided by Work Digital, allows employees to compare industry salaries to current market trends. The new service on NCEjobs.co.uk allows users to freely search similar job titles to their own in order to see how their pay compares to their current location. Results are based on real time data over the last 30 days within the engineering industry.

This feature is expanding the service that NCEjobs.co.uk can provide job seekers. The salary tracker requires no registration and enables users to browse by job title and location receiving an instant breakdown of the average salary by UK location. Searching within the salary tracker also feeds through the latest jobs from NCEjobs.co.uk that matches the users search meaning a more efficient job board experience.

Chris Campbell Group Commercial Director for NCEjobs.co.uk said: "We're really proud to be launching the salary tracker. It's another way for NCEjobs.co.uk to go beyond just being a job board. It has everything the candidate needs to understand their present situation and also giving them the means to act on it".

The collaboration with Work Digital reinforces NCEjobs.co.uk as a leading careers destination for jobs within the engineering industry. NCEjobs.co.uk has over 14,200 unique visitors and over 136,600 page views per month.

For more details visit <http://www.ncejobs.co.uk> and for enquiries please contact [moray.souter@EMAP.com](mailto:moray.souter@EMAP.com)



# BIG DEBATE

**David Johnston,**  
4MAT

"Last year's Panda algorithm change followed by Penguin this year demonstrated Google's continuing drive to deliver relevant original content, which has seen many content aggregators drop from the 1st page of Google, to the point that Indeed is the main one remaining. These changes could potentially have a far wider impact on the recruiter's website, as the high bounce rates, which Google will monitor, could result in a website losing its page ranking. In the modern world of recruitment marketing, candidate attraction and sourcing is evolving and so must the job aggregator."

**David Rudick,**  
Indeed

"More people now use Indeed to search for jobs than any other site in the UK. For employers, promoting your jobs at the top of relevant search results allows you to reach targeted candidates at every job category and experience level. Objective studies in the US, based on primary data from thousands of employers, show that Indeed is the leading external source of hire for companies in every industry. I expect that this will soon be the case in the UK."

## [ BIG DEBATE QUESTION ]

"What is the role of aggregators?  
Who uses them?"

**Gautam Godhwani,**  
Simply Hired

"Aggregating jobs from companies, job boards, staffing agencies, and niche sites into one comprehensive job site enables candidates to search a larger pool of jobs - and provide a better chance that they'll find positions that are most relevant and a perfect fit. For employers, job aggregators offer a pay-for-performance recruiting platform to effectively post jobs and reach qualified candidates across all industries and locations, thus maximizing recruiting dollars. Today, this type of performance marketing is the number one method for online advertising, and promises to become the leading solution for job advertising as well."

**Bjorn Jingberger,**  
Jobrapido

"Aggregators are typically very strong at driving large volumes of traffic to their sites, making it an attractive alternative for any company looking for fresh candidates. From the employers side, the aggregators are used 'passively' by all companies running a career site - their ads are automatically shown. Active clients, using the sponsored ad products, have lots of advantages and receive a boost both in application and in traffic on their website. Clients are mainly jobboards and recruitment advertising agencies so far, though Jobrapido is experiencing an increasing interest from recruitment agencies and corporate clients."



## RECRUITMENT ICON

### DAVID SPENCER-PERCIVAL, SPENCER OGDEN

**Onrec:** What were you doing before Spencer Ogden?

**David Spencer-Percival:** After I left school, I went into the fashion industry and began working in a boutique store. I really enjoyed my time there but the years went past and when I hit 27 I decided it was time to try something new. A friend suggested that I tried recruitment and so I entered the industry with my first job as a consultant in recruitment technology. It was during my time here that I began to consider launching my own enterprise and eventually, with three others I started up Huntress Group. In just over seven years we managed to take Huntress Group from a standing start to a business turning over £100m per year.

Once I sold my share of Huntress in 2007 I had a short break before making plans for Spencer Ogden in 2009.

**Onrec:** Do you have plans to expand globally?

**David Spencer-Percival:** Yes, we've already begun. In the last two years we have opened offices in Singapore, Qatar and Houston – not bad considering we only launched in 2010. The immediate aim is to drive more business through these international offices. Beyond that, there are definite plans to continue our global growth in the coming months and years, building our presence in Europe as well as America, Asia and the

Middle East.

**Onrec:** How many people do you employ?

**David Spencer-Percival:** We employ just over 130 staff in six offices at the moment, but that figure is growing all the time, especially with our plans for international expansion. We do also have a seventh office but where it is and how staff can get placed there is top secret. We also have the Spencer Ogden Graduate Academy, which is a great asset and leads to approximately 70 per cent of the graduates being offered a full-time role with us. We've found that it's been a great source of young talent.

I have really enjoyed watching the company grow, but at the same time I like to stay very hands-on. I have my seat in the London office, where I keep up to date with all the staff and their client accounts and I make sure I'm not an invisible figure.

**Onrec:** How do you think the industry will recover from recession?

**David Spencer-Percival:** If you're talking about recruitment, I would say that different areas are responding in different ways, so I couldn't speak about the industry as a whole. Sectors like



digital media have barely suffered at all, whereas others are feeling the pressure and will take longer to recover. Banking and finance is a prime example. I would expect that, as these areas do recover, their growth will be slower than the last time we emerged from a recession.

Regarding the energy industry specifically, I would say that the recession has caused fewer problems recently than the backlash from the nineties. In the late eighties and early nineties, when a job in the nascent IT industry was the fashionable choice, the number of young people entering the energy sector really dwindled. Energy – especially mining and oil – was considered to be 'dirty' and too hands-on. Difficulties such as the miners' strikes also took their toll and made the industry appear unattractive and unstable. Unfortunately, while it's picked up now, some areas of the energy market have been left with a shortage of middle managers ready to fill the shoes of those directors readying themselves for retirement. Addressing this skills gap will be a challenge: that's where recruiters prove their worth, by working creatively with the industries they serve. It will recover, but it will be a slow process and will require some excellent work from the energy recruitment industry.

**Onrec: If you were not working in recruitment today, what would you do?**

**David Spencer-Percival:** I love art; you should see the walls of my office. So if I wasn't working in recruitment I'd like to do something to harness my creative side. One idea I had would be to be a designer of trainers. If that fell through I could see myself picking up a can and becoming a successful graffiti artist. Banksy eat your heart out.

**Onrec: What is your biggest achievement?**

**David Spencer-Percival:** It may sound like a cliché but, for a few reasons, I think my biggest achievement to date has to be Spencer Ogden. Firstly, when Sir Peter Ogden and I started the business from scratch the industry was in the midst of the recession and had been weathering some very trying times. You could say it was far from the ideal time to start a business and many people probably thought we were crazy. In addition to this, energy recruitment was something

Sir Peter and I knew absolutely nothing about. This has made it an even more rewarding experience because we have been growing our expertise and building a global company and brand with enormous potential all at the same time.

**Onrec: What makes Spencer Ogden different from its competitors?**

**David Spencer-Percival:** Spencer Ogden was the first recruitment agency to work across all areas of the energy industry, including oil and gas, power generation, nuclear, renewable and smart energy. We also work in finance and trading and can therefore provide a full 360 degree service. We recruit for roles across the complete energy lifecycle of finance, exploration, extraction, generation, transmission and distribution, right down to domestic smart metering. What this means for candidates is that we can help those with transferable skills traverse sectors and land roles in areas in which they may not have realised they could work. It also means Spencer Ogden can cater for the needs of international energy companies of all kinds, no matter what sector they specialise in, and we can find the expertise they are looking for in their recruits.

What sets us apart is our focus on specialist knowledge. We're the energy industry's recruiter of choice because we source quality candidates with proven track records. Energy is a challenging recruitment environment, and we're always building our expertise and adapting as staffing needs evolve.

**Onrec: If you could turn back the clocks, what would you change?**

**David Spencer-Percival:** Nothing. One of my fundamental beliefs is that you can't, and shouldn't, look back. You can live in the present and look forward to, or plan for the future, but the past cannot be changed. When the future holds so many surprises and opportunities, why would you want to look back anyway?

**Onrec: From someone who has built something from nothing, what advice would you give budding entrepreneurs?**

**David Spencer-Percival:** Having a vision is the easy part. The hard bit is translating that vision into a real life success story. There are no shortcuts in life; you have

to follow your convictions through and always remember that, no matter how good it looks on paper, a good idea does not automatically mean a good business. It takes hard work to turn one into the other.

**Onrec: Coming up with a business idea and growing it as you have is a long process, what have been the challenges doing this?**

**David Spencer-Percival:** There are challenges everywhere: getting sufficient financing, hiring the right people (this is a challenge, even for recruitment companies), creating a strong brand, winning your first clients as a startup - and all those other things like finding the right office space. It would be a much easier and shorter list telling you what hasn't been a challenge.

**Onrec: What are your future plans for developing Spencer Ogden?**

**David Spencer-Percival:** Our immediate plans are to increase our global presence. We're aiming to expand our brand in all the countries where we operate in order to be the number one global energy recruiter. We've had great success expanding into all energy types, from sourcing to trading, so now we'll build our portfolio across all sectors. As far as the company itself goes, we will continue to invest in the intensive training that marks our people out in the industry.

**Onrec: What do you enjoy outside of work?**

**David Spencer-Percival:** As I mentioned, I love art: collecting it and visiting galleries. Damien Hirst is a favourite and you may be surprised to know that Bob Dylan is an amazing artist. If it's not art then it's another passion of mine, travelling. Whether the trip is to one of our international offices or is for a personal holiday, I get a real kick out of knowing I'm on my way to somewhere different. Sadly I don't get to indulge in either of my passions outside of work as much I'd like because in reality there is no 'outside of work'. Spencer Ogden is my life.



# INDEED ACQUIRED BY RECRUIT CO. LTD





Indeed launched in 2004 as the first comprehensive search engine for jobs and is now available in over 50 countries and 26 languages. Indeed attracts 80 million unique visitors per month and is the #1 job site in a growing number of countries, including the US, Canada, the UK and France, and leads worldwide in mobile job search. By combining with Recruit, Indeed will deepen its presence in Asian markets, while continuing its expansion in Europe and the Americas.

"Recruit aspires to be the leader in HR and recruitment services worldwide," said Masumi Minegishi, CEO of Recruit. "Our acquisition of Indeed is a critical step in achieving that goal and we are excited to help build on Indeed's #1 position in job search."

With over 25,000 employer clients, Indeed is the top external source of hires in the US. Indeed is also the biggest employer review site in the world, with over one million reviews. Since launching resumes a year ago, job seekers now upload more than one million new resumes each month.

#### About Indeed

More people find jobs on Indeed than anywhere else. Job seekers can search millions of jobs on the web or mobile in over 50 countries. More than 80 million people each month search for jobs, post resumes, and research companies on Indeed, and Indeed is the #1 source of external hires for thousands of companies. Founded by Paul Forster and Rony Kahan in 2004, the company has over 500 employees with offices in Austin, Dublin, London, Mountain View, New York and Stamford. For more information, visit [indeed.com](http://indeed.com).

#### About Recruit Group

Recruit is a leading human resources and information services company. HR services include temporary staffing, permanent placement, recruitment advertising, consulting, assessment and training. The company also provides a range of print, web and mobile services that help connect people with job opportunities. Based in Japan, Recruit has more than 22,000 employees and operates in Asia and North America. The company is privately held, with annual revenue of over \$10 billion. For more information, visit [recruit.jp](http://recruit.jp).

Indeed today announced that it will be acquired by Recruit Co. Ltd, a leading provider of integrated HR and information services based in Japan. The acquisition enables Indeed, the most visited job site in the world, to continue its rapid expansion while benefiting from Recruit's reach and resources. Indeed will be an independent operating unit of Recruit, led by Indeed's current senior management team.

"We became the world's leading job site by putting job seekers' interests first and providing the best possible job search experience in every market," said Rony Kahan, Indeed's co-founder.

"Our success is also due to our dedicated team of employees and our tens of thousands of loyal advertiser and publisher partners," said Paul Forster, co-founder. "We are excited to work with Recruit to build on our leadership position."



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# 4th OCTOBER 2012

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**How McDonald's Approach Online Recruitment**

**Barry Cullen, Partner, Recruitment & Resourcing Services, Cramer Pelmont LLP**

**Online Recruitment Legal Update**

**Mike Bishop, National Resourcing Manager, Ricoh UK Ltd**

**The challenge of obtaining corporate buy in to implement an online recruitment strategy**

**Laura Stoker, Executive Director of Global Training, AIRS**

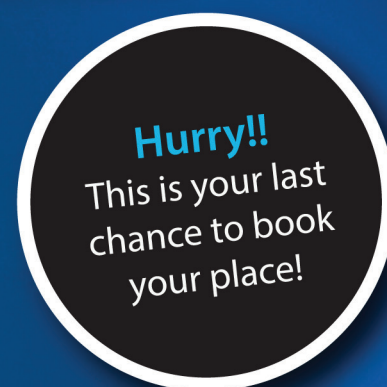
**Advice on how to find the best candidates using search engines**

**Dr Liz Berkin, Royal College of Physicians**

**Online recruitment For Doctors**

**Paul Harrison, Managing Partner, Carve Consulting LLP**

**Building a Social HR Business**



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# LAUNCHES

## Online exclusive

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2

### 1> What can you do if you can't find the questions you need for a skills test?

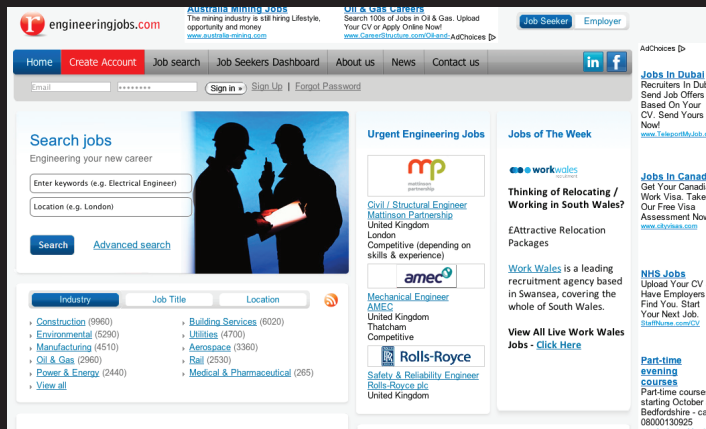
Don't worry, dyscover-skills testing can help you instantly the brand new eSkill Question Builder is a simple cloud based solution that means that you can easily and affordably have the questions you want. You can include any of your own resources Audio – Graphics – Video – Text or even a Power Point presentation. Combine your own questions with any of their library of 85,000 to form the exact test to suit you.

[www.dyscover.com](http://www.dyscover.com)

### 2> R Engineering Jobs launches

[www.reengineeringjobs.com](http://www.reengineeringjobs.com) is the global destination for engineering and construction based job seekers. Used by recruitment agencies and direct employers such as Rolls-Royce, Balfour Beatty, Amec, Atkins, Canadian Natural Resource and over 650 of the worlds largest engineering employers. No other engineering jobs board gives access to quality candidates in global locations such as UK, USA, Canada, Australia, Middle East, and North America.

[www.reengineeringjobs.com](http://www.reengineeringjobs.com)



### 3> GlobalRetailJobs.com sets the new standard for retail recruitment

GlobalRetailJobs.com is the UK's fastest growing retail recruitment website and is owned and operated by The Retail Bulletin, the UK's foremost online information resource dedicated to the retail industry

[www.GlobalRetailJobs.com](http://www.GlobalRetailJobs.com)

### 4> eSCjobs launches Pan-European Supply Chain Job Board

[www.eurosupplychainjobs.com](http://www.eurosupplychainjobs.com) is a Pan-European Supply Chain job portal designed to be informative by providing access to not only Europe's most exciting Supply Chain job opportunities but also leading Industry News across the region. Launched by individuals dedicated to Supply Chain, the site is aimed at mid- to senior level Professionals.

[www.eurosupplychainjobs.com](http://www.eurosupplychainjobs.com)

### 5> Totaljobs.com launches GradU8 Job Fair as recruitment season begins in earnest

totaljobs.com, is to re-launch GradU8.com, the UK's largest online job fair. Open between 5th-8th November, the fair allows graduates to speak with prospective employers and attend online seminars to learn how best to secure a graduate role. GradU8 is launching as the graduate recruitment season begins in earnest and the Association of Graduate Recruiters is anticipating that competition for jobs will ease as a backlog of graduates begins to clear since schemes cut their numbers in 2008.

[www.gradu8.com](http://www.gradu8.com)



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## 8> Leap29 Launch New Calgary Office Servicing Customers in Canada and North America

Leap29, Global Recruitment Intermediaries, are pleased to announce the opening of a Canada Regional Office in Calgary, Alberta. The office has been set up initially to support the needs of clients in the Oil & Gas and Mining sectors throughout Canada.

[www.leap29.com](http://www.leap29.com)

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3

## 6> ePayMe Launches PAY+platinum The 'ONLY' multiple agency solution

ePayMe are pleased to announce they have finalised the last of a wide suite of products to best suit any contract worker or temporary staffing agency. PAY+™ the widely known and very much utilised product branding of ePayMe has now been given its 4th and final variant: PAY+platinum.

[www.ePayMe.co.uk](http://www.ePayMe.co.uk)

## 7> Restaurants Set the Pace to Attract Fresh Talent

The latest Hospitality Employer Index report is out from leading recruitment specialists, Caterer.com and sector skills council People 1st. Now the sixth of its kind, industry employers can now begin to benchmark themselves against trends and activity relating to their sector. Quarter two for 2012 suggests that hospitality is more buoyant than many other areas in service industries who experienced a smaller decrease of 0.1 percent. The report also focuses on restaurants and they are clearly setting the pace for expansion and attracting talent.

[www.caterer.com/HEI](http://www.caterer.com/HEI)

# Recruitment is



## Developed by people who know recruitment

RDB ProNet is developed by people with decades of front line recruitment experience who understand what small, medium and large recruitment companies want to achieve and have been helping them to achieve it since 1996. It's because we understand your goals that ProNet has been designed to be a platform on which to build your business with usable workflows, ease of integration, customisation, compliance and security at its heart.

If you're a small business you'll appreciate that ProNet will meet and exceed your needs out of the box and if you're a larger business you'll appreciate the fact that while all the standard workflows are covered – your own particular, perhaps, more complex or compliance needs can be easily catered for.

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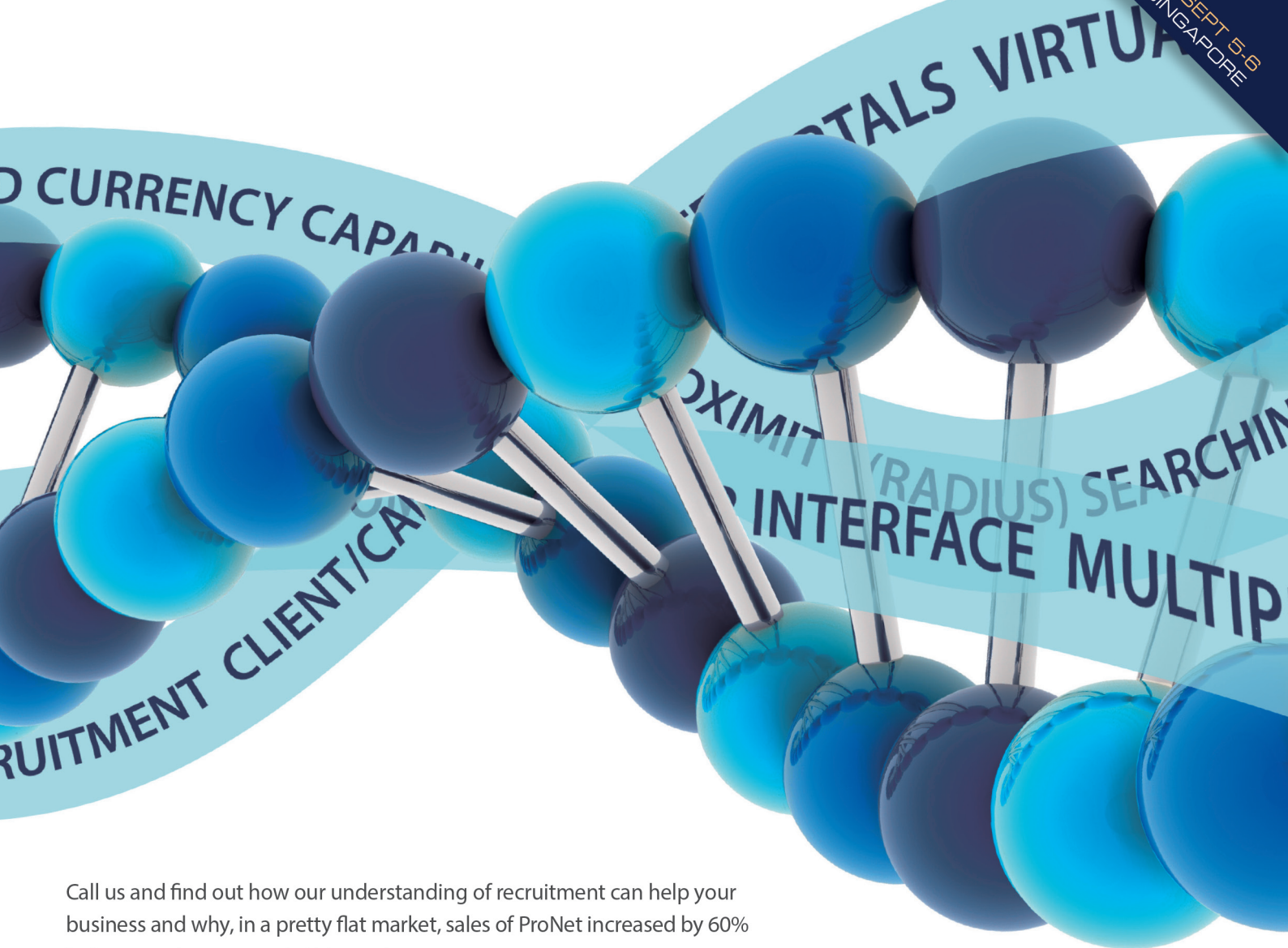
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# ONREC GLOBAL SUMMIT

## THE ONREC GLOBAL RECRUITING SUMMIT IN LAS VEGAS

Onrec is holding a Global Recruiting Summit in Las Vegas, USA on the 17th of October. This event is a post conference summit focusing on Global Online Recruitment and forms part of the Recruiting conference programme which runs from the 14th to the 17th October at Caesar's Palace, Las Vegas (<http://www.therecruitingconference.com/>). The conference programme will provide attendees with an insight into online recruiting around the world.

There you can find out who are the market leaders in providing candidates: are they the leading job boards or is social media taking over? How are candidates being sourced? Is there geographic/language specific software or solution that can be used to find and effectively attract candidates? What are the market nuances for US, UK, Europe, China and Africa? The answers to these questions and more will be available to those who attend and get involved in this event.

Industry leaders will share their in depth market knowledge. For example, Kris Jarzebowski, chief executive officer of Interactive Junction Holdings will be

speaking at the event and explaining recruitment from his perspective. He says: "Africa is often referred to as the 'Dark Continent', but it is far from being Dark! It is a continent full of untapped natural resources and opportunity. With this opportunity comes the need for human resources and how best to attract and retain these people at all stages of the value chain." Jarzebowski comments that Africa remains and will be for some years an opportunity in the manufacturing sector where labour is a key factor. "Knowledge based economies such as the US and UK have moved away from these industries while Africa must pull itself into the manufacturing sector. Supported by white collar workers, businesses need to attract high calibre management in all industry types that complement a manufacturing industry culture in Africa."

Recruitment and the use of the world wide web in Africa is very much in its infancy with some notable exceptions. Jarzebowski says his presentation will look at the advancement of technology and network infrastructure that are pre-requisites for web based solutions as they relate to Africa. "We will demonstrate

the progress and opportunities that are seen at this time in Africa. While technology is advancing at a phenomenal pace, we will demonstrate that there is a lag between connections versus online maturity levels based on trust and credibility. Mobile and its use together with the impact of social media will also be shared with the audience." So, if you are interested in recruitment in Africa, then this presentation will look at the important areas for consideration and potential discussion. Jarzebowski also mentions that the networking opportunities that Onrec offers are a wonderful experience for both himself and others who are interested in Africa, and he is personally looking forward to mixing with like minded people who also share the vision of Africa being an exciting and untapped environment.

Todd Wheatland will bring us the latest news from another continent-regarding recruitment in China: "As a market where traditional recruitment processes were virtually non-existent 25 years ago, China has been able to embrace newer tools and techniques more rapidly than most other countries.



You will gain insights about what key stakeholders are experiencing, the underlying issues and simple ways to assess and immediately improve your process. ”

John Younger, President & CEO of Accolo

Additionally, China's overall pace of change is reflected in the online recruitment market, with huge innovation taking place that is already starting to impact approaches in other markets." Todd explains that the traditional job board model never reached the same level of stability and maturity in China before the rush towards social recruiting platforms took off. "Combine this with a high and quickly-growing penetration of mobile internet usage, and it's clear why today's online recruitment market in China is highly fluid and full of emerging players and ideas. Video, gaming and even Twitter-style resumes are all part of this highly innovative mix."

Todd comments that issues faced by companies recruiting in China vary widely based on their profile. "Large, well-known organizations often face huge numbers of largely unqualified candidates. Small companies struggle to attract any candidates whatsoever. Furthermore the quality of players in the recruitment landscape – from educators through to recruiters and technology providers – is so diverse that the market often has a 'wild west' feel as a wide range of organizations struggle to stay relevant in the chase for the small percentage of desirable candidates. For multinationals, the pressures continue to intensify, as local companies and especially state-owned enterprises are of increasing appeal to management candidates. As a result, many Western companies are for the first time open to bringing in more junior employees and training them into

management roles." In fact, Todd says the online recruitment space is much like the Chinese market itself – complex, diverse, high-change, and full of players seeking a piece of the growing market.

Alex Douzet, Chief Operating Officer and co-founder of TheLadders will be speaking about 'The Value of Information: Strategies for Innovation'. He believes this is the information age. "But the information itself is changing. Now, the most valuable information is not about economies or countries or businesses, but about people. When you think of people online, you inevitably think of social networks like Facebook, LinkedIn and Twitter. They are the juggernauts of people information, and the result has been dazzling IPOs (Initial Public Offerings) like the world has never seen. However, if we have learned anything in the last decade, we have learned about disruption. And the disruption of social media by innovative new products and platforms is already happening, as many social networks and companies are already trading below their IPOs."

Alex will discuss this altering landscape and how it relates to the people information age. He will talk about the value of information to a business and demonstrate how some businesses, including TheLadders, are gathering and capitalizing on the information they have acquired. Alex will also let you in on what he believes the future holds for social networks and online companies, and what he thinks will be the fate of the juggernauts. He will demonstrate how TheLadders is pivoting and innovating to

prepare for the shift and will continue to be a leader in the recruiting space.

Social networks, blogs, job boards and a myriad of other technologies are pervasive within the recruiting industry, but hiring managers and candidates are not happy. In fact, there is a 10 year trend that highlights a growing dissatisfaction among these two stakeholders! On Wednesday, October 17, 2012 at Cesar's Palace in Las Vegas, John Younger, President & CEO of Accolo will unveil the results of an extensive survey, analysis and recommendations that highlight the significant gap between how the recruiting industry operates and the needs of the two people who matter most in the hiring equation.

Through a significant research effort targeting hiring managers, human resource professionals and job seekers, Accolo not only discovered surprising differences between each stakeholder's perspective, but also gained insights about how to bridge the chasm. Rude recruiters, lack of follow-up and systems that don't respect the applicant are leaving job seekers embittered by the whole process, all of which serves to tarnish the company brand. Hiring managers are frustrated with the poor candidate quality and the unnecessarily lengthy hiring process. In stark contrast, human resource professionals responded that they thought the process was efficient and easy.

The survey highlights that at the root of these trends is a traditional recruiting process that has not materially changed, even with the evolution of the industry's tools. Whether this is your first Onrec Conference or if you are a conference veteran, you will gain insights about what key stakeholders are experiencing, the underlying issues and simple ways to assess and immediately improve your process based on this new research.

Whatever your perspective is, you'll find more insight, experience and information at the Onrec Global Recruiting Summit than anywhere else. We look forward to seeing you there.





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