



CAREERS IN  
**AFRICA**

A Global Career Company Initiative

**LONDON, 16-18 MAY 2014**

**CAREERS IN AFRICA**

**RECRUITMENT SUMMIT**

# Post Summit Report



**GLOBALCAREERCOMPANY**

International perspective, regional understanding

[careersinafrica.com](http://careersinafrica.com)

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# Foreword



On behalf of Global Career Company, I would like to thank you all for attending the 12th annual Careers in Africa Recruitment Summit that took place in

London, from 16-18th May.

The Careers in Africa Summit is our flagship event, and is the leading Recruitment Summit for African talent in the UK.

The Careers in Africa Summit was the opportunity for you to meet and interview an exclusive group of high calibre African candidates who were hand picked from our network of over 500,000 professionals in emerging markets.

The Careers in Africa London Summit was a resounding success, with a high candidate attendance rate, meaning our clients were able to conduct multiple interviews with the UK's best African Talent.

We would like to thank all of you who attended this year. With major employers from the Oil and Gas, Construction, Finance, Consulting and FMCG sectors, we saw hundreds of candidates being interviewed and recruited for hundreds of professional roles. In particular we would like to thank our sponsors, including Nigerian Breweries and Puma Energy, as well as National Microfinance Bank and Seadrill who had a fantastic presence in our candidate lounge area.

I would also like to thank our colleagues at Universities, Business Schools, Societies, Embassies and High Commissions for their continued support, as well as all of our Media Partners who attended and covered the Summit.

This year we were able to make some significant changes to our approach at the Summit, including a dedicated Global Career Company presence, where we were able to encourage candidates to join our new Alumni Association, as well as our social media campaign. This stand also gave us the opportunity to interview candidates for testimonials, giving us vital feedback on the summit and how we can continue to improve our offering to them.

On behalf of Global Career Company, we would like to extend our thanks once again, and hope the Summit provided a platform to support you with your recruitment plans in Africa.

A handwritten signature in black ink that reads "Rupert Adcock". Below the signature is a long, horizontal, slightly curved line.

Rupert Adcock  
Managing Director  
Global Career Company

# Executive Summary

**The 2014 Careers in Africa London Summit was our best ever, with our highest client satisfaction score to date.**

The Careers in Africa London Summit 2014 saw the 12th annual event take place on 16-18th May at the Hilton Hotel, in London Canary Wharf.

The Careers in Africa London Summit is the flagship event for Global Career Company, where we saw the following results for this year's Summit:

**1,924**

candidates invited

**+1,300**

candidates attended

**15**

different candidate nationalities

**28**

attending companies, 22 of which were returning companies



The Careers in Africa London Summit was created and developed 12 years ago, as a response to a lack of support for the Diaspora talent who are looking to continue their careers back in Africa.

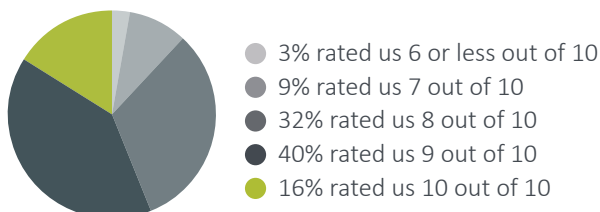
The Careers in Africa Summit is not only an opportunity for clients to meet and interview high calibre candidates but also as an opportunity for us to support African candidates in their longer term career development. As experts in this market, we understand that there is rapid growth and potential for this to continue, and in order to create sustainable growth plans companies need to find the talent of the future that can continue to drive this growth forward.

The Summits are a unique way for clients to meet and interview large volumes of candidates for roles within their international organisations. They are also the opportunity for candidates to meet, network and interview with senior members of global organisations from Africa where they would not usually have the opportunity for face to face exposure.

2014 saw the most successful Summit to date, based on results from our client satisfaction feedback surveys, with 88% of clients rating the Summit 8 or above out of 10.

## Results

How our clients rated us on overall product/service received from Global Career Company at the 2014 Careers in Africa London Summit:



\*On a scale of 1-10, where 1 is the worst rating and 10 is the best rating, how would you score the product/service you have received from Global Career Company?

**88%**

of clients rating the Summit 8 or above out of 10



# Summit Overview

The London Summit saw attendance from 900 candidates and 28 companies, a fantastic result that we are proud to have achieved.

This year's Careers in Africa London Summit saw 900 candidates attend, with 28 companies who attended and exhibited, 22 of which were returning clients.

Prior to the Summit, the Global Career Company team pre-selected and confirmed 400 candidates for interview prior to the event. With 'on-the-spot' interviews available across the Summit.



## CLIENT PRESENTATIONS

Across the Careers in Africa Summit, we were able to offer our candidates a number of client presentations for them to attend, in order to understand more about the companies in detail and their operations across Africa. Presentations were conducted by:



The presentations received positive feedback as an informative and added value element to the Summit.

“ The presentations were informative. It was good to have presentations from a regional brand in Africa, that highlighted the opportunities and limitations in emerging markets ”  
Summit Candidate

## WORKSHOPS AND TRAINING

The workshop and training sessions were a resounding success, with almost every workshop filled to capacity, indicating that these sessions are a valuable added element to the Summit dynamic, and something we can continue to build upon in the future. Topics covered in the workshops included:

- 'The Insider's Guide to Summit Success – Networking & Interview Techniques that work'
- 'Relationship Management in the Workplace'

## CANDIDATE PROFILE

This year's Summit was able to attract candidates with the following criteria:

### Years of professional experience



### Experience in Function



# Marketing and PR

**Using a targeted Marketing and PR approach to engage with candidates and clients meant we were able to communicate with over 250,000 people across the campaign plan.**

The marketing communication strategy was designed to target new and exiting candidates and clients to drive awareness of the Summit and engagement. We used a multi-channel mix in our approach and achieved:

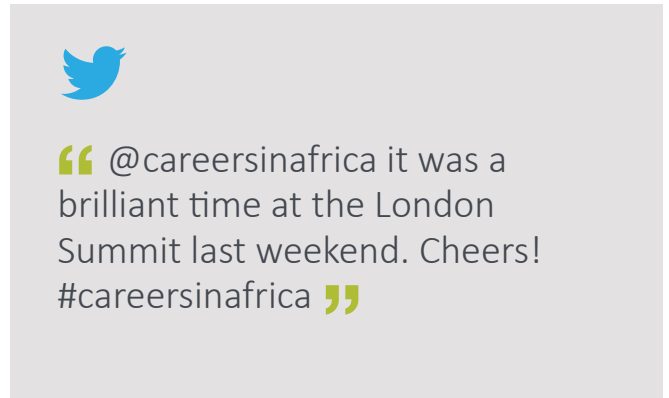
- Social Media communication to over 52,000 followers across Twitter, facebook and LinkedIn
- Networked with over 40 companies, associations and media partners
- Communicated with over 200,000 African candidates via mailshots



**New Marketing initiatives introduced at the Summit this year included:**

- The launch of our Alumni Association
- Internal recruitment programme
- Twitter campaign

We recognised we needed to support our candidates by offering an information point, and a place where clients can visit and get more information on Global Career Company and the services we provide. We have had some positive feedback on the Global Career Company stand and look to continue to drive forward our initiatives in our Summits on going.



**Find Careers in Africa on Facebook and Twitter**



#careersinafrica @careersinafrica



/careersinafrica



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## TALENT AGENDA SERIES 2014

Sourcing, developing and retaining the African talent your business needs



### The inaugural Talent Agenda Conference 2014 took place alongside this year's Summit, and gave clients the opportunity to discuss talent strategies for future business growth.

Talent Agenda 2014 Conference focused on Human Capital Excellence in Africa, and addressed the challenges hiring businesses face in finding, retaining and developing talent for Africa.

The Conference gave HRDs, business leaders, decision makers and Academics access to network with like minded individuals to:

- Benchmark ideas around how best to develop talent into excellence
- Understand how to drive greater levels of employability in Africa
- Examine best practices in managing and accelerating change



We plan to build on the successful launch of the 2014 Conference with a Talent Agenda Series, following this up at the Careers in Africa Summit in Johannesburg where we will explore how to maximise talent attraction, development and retention strategies for businesses.

The Conference covered some important topics and issues that included:

#### 1: Challenges Businesses in Africa face due to the Talent Gap

Africa's emerging markets are seen as the future. However, the challenge of sourcing and attracting talent to match the continent's rapid progress remains a threat to continued growth. The Talent Agenda 2014 Conference will explore issues around where the talent gap lies.

#### 2: Skills and Behaviours Gap: Local Talent vs. Internationally-Experience Talent

Key causes for the African talent gap include under investment in higher education and a shortage of technical and vocational training. Talent with international experience as well as regional knowledge is paramount in a competitive business environment. Session two will focus on closing the skills gap between local and international talent

#### 3: From a Blueprint of Skills and Behaviours to Training and Action plans

Identifying Africa's talent gap will form the basis of creating a sustainable blueprint – which will support companies with their talent agenda in this way. The Talent Agenda 2014 Conference will pave the way towards bridging the skills gap.

80  
attendees

38  
companies

# Attending Companies and Sponsors

We would like to extend a thank you to all companies that attended the Conference and the Summit. Your continued support of this event means we have been able to produce our most successful summit to date, and we look forward to seeing some fantastic results as an outcome of this.

We would also like to thank our participating media partners and associations, who have added value to the conference and summit. We recognise the importance of working with organisations to support talented individuals with their move back to Africa.

## CLIENTS



## MEDIA PARTNER & ASSOCIATIONS





# RECRUITMENT SUMMITS CALENDAR 2014 – 2015

www.globalcareercompany.com

A **UNIQUE RECRUITMENT** platform for companies operating across emerging markets  
**60+ SUCCESSFUL SUMMITS** in 15 cities  
**550+ COMPANIES** have participated  
**8,500+ CANDIDATES** hired across 65 markets in Africa and Asia  
**50% INTERVIEW TO OFFER** ratio for each event

## NEW

Destination

### NAIROBI 15-17 OCTOBER 2014

Interview and recruit leading talent from the Oil & Gas sector in local East African markets



Now in its

**3rd**  
year

### NEW YORK 7-9 NOVEMBER 2014

Focussing specifically on attracting the best African talent across North America:

- Access to over 5000 applicants
- Up to 500 candidates expected to attend
- Pre-scheduled face-to-face interviews and organised networking sessions with candidates

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## NEW

Destination

### LONDON 8 NOVEMBER 2014

Meet and attract African, Asian and Middle Eastern students from the UK's top 50 Universities



Now in its

**6th**  
year

### JOHANNESBURG 21-23 NOVEMBER 2014

- Access to over 6000 applicants
- Meet face-to-face with up to 600 African Graduates and professionals
- Up to 40 leading brand employers to attend

CAREERS IN  
**AFRICA**  
A Global Career Company Initiative

Now in its

**10th**  
year

### LONDON JANUARY 2015

- Sourcing the best Asian talent from across Europe
- Access to over 5000 applicants
- Over 500 pre-selected graduates and professionals
- Over 100 companies have attended

CAREERS IN  
**ASIA**  
A Global Career Company Initiative

Now in its

**11th**  
year

### PARIS APRIL 2015

- Access to over 500 Francophone applicants
- Face-to-face meetings and networking opportunities with over 500 Francophone African Professionals and graduates from across Europe
- Over 100 top employers have attended this world-class event

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A Global Career Company Initiative

CAREERS IN  
**MAGHREB**  
A Global Career Company Initiative

Now in its

**13th**  
year

### LONDON MAY 2015

- The world's largest recruitment event for African graduates and professionals
- Access to over 15,000 applicants
- Meet over 1500 candidates from over 40 African nationalities
- Over 350 companies have attended

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**MAGHREB**  
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For more information, please contact our Business Development Team on  
[bdteam@globalcc.net](mailto:bdteam@globalcc.net) or call **+44 (0) 20 8834 0300**



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# Contact Us Page



**Get in touch with us if you would like more information on the Careers in Africa London Summit, and any other services we can offer you:**

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**Other Services Include:**

At Global Career Company we work across a range of services to support and your business, including:

- Search and Selection
- Recruitment Campaigns
- Direct and Digital Sourcing
- Consulting Services