



CAREERS IN  
**AFRICA**

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A Global Career Company Initiative

**5 MUST-DOs**  
TO MAXIMISE YOUR ROI ON  
SOURCING AFRICAN TALENT AT  
RECRUITING EVENTS

RECRUITING EXCELLENCE  
FOR AFRICA

“ Leading the talent agenda in Africa. ”

# 5 MUST-DOs

TO MAXIMISE YOUR ROI ON SOURCING  
AFRICAN TALENT AT RECRUITMENT EVENTS

# 1 COMBINE EVENTS

## SPREAD ADDITIONAL COSTS SUCH AS FLIGHTS AND ACCOMMODATION IN EACH LOCATION

- The biggest hidden cost in international sourcing is the cost of taking your team and equipment to the candidates
- Where possible, look to achieve combinations of events in the same locations to spread this cost
- Your event host should be able to assist in securing extra exposure with local targets, like business schools and associations, to increase your return further by creating ‘roadshows’ in each location
- Work closely with the event organisers to get the best value for accommodation, equipment and combining events – most professionals will be happy to go the extra mile

“ Ask event organisers to help you create roadshows around their event ”



### DID YOU KNOW?

CAREERS IN AFRICA CAN PROVIDE TRAINED INTERVIEWERS, ASSESSORS AND BRAND PROMOTERS WHO CAN DELIVER YOUR RECRUITMENT ACTIVITY ON THE GROUND – KEEPING YOUR TRAVEL COSTS DOWN

# 2 PRE-SCREENING PAYS

## USE YOUR TIME WISELY BY MEETING CANDIDATES YOU KNOW ARE WORTH INTERVIEWING

- Career fairs are good for brand, but for recruitment, you'll need to shake a lot of hands to find the right CVs – sometimes it's like a needle in a haystack
- International sourcing time is expensive, and you need to spend it meeting people who you really want to interview
- A balanced international sourcing approach includes pre-screening events, where the work of checking and assessing CVs is done by recruitment professionals on their time, not yours

“ Your time is precious, and it's better spent on potential hires than career fairs. ”



### DID YOU KNOW?

CAREERS IN AFRICA SOURCES CANDIDATES AGAINST JOB DESCRIPTIONS YOU SPECIFY, EFFECTIVELY CONDUCTING A RECRUITMENT CAMPAIGN AND EVEN SEARCH WORK TO PROVIDE YOU WITH THE RIGHT HIRES

# 3 COMBINE COUNTRIES

## SOURCE FOR YOUR OPERATIONS IN MORE THAN ONE COUNTRY TO SPREAD COST FURTHER

- Most events have a strong nationality focus, attracting candidates to work in a specific country
- Using nationality specific events can help you focus your message and attraction, but finding enough specific events you can combine is tricky
- Adding pan-region events to your programme can allow you to combine the best of specialisation with talent pools for multiple operations
- Combining pan-region events and pre-screening ensures you don't end up with more people than you can meet

“ Get together with regional businesses to share the cost of event attendance ”



### DID YOU KNOW?

MANY CAREERS IN AFRICA CLIENTS IN 2013 SPLIT THE COST OF ATTENDING BETWEEN TWO OR THREE OPERATIONAL AREAS, TAKING ADVANTAGE OF THE LACK OF HIRING FEES TO SECURE OUTSTANDING ROI

# 4 BUILD PIPELINE NOW

INTERNATIONAL HIRING CAN BE A LENGTHY PROCESS, PIPELINE BUILDING KEEPS YOU AHEAD

- Firming up strategy and calculating the number of hires is a time consuming activity, though the opportunity cost of not being ready to hire when the decision is made is the greater risk
- Look for event opportunities where you can tap into a particular talent pool today ready to 'turn on the hiring tap' when you're ready
- If you successfully build your pipelines around the world, you'll be able to get ahead of the strategy curve and reduce the delay when hiring needs are confirmed

“ Get extra value by using events to build worldwide pipelines ”



## DID YOU KNOW?

CAREERS IN AFRICA EVENTS HAVE A NO HIRING FEES OPTION FOR PARTICIPATING COMPANIES, ALLOWING YOU TO GATHER AS MANY CANDIDATES AS YOU NEED INTO PIPELINES, KNOWING YOUR COSTS WON'T ESCALATE LATER

# 5 FACE TIME IS FASTER

## MAKE THE MOST OF TIME WITH THE CANDIDATE TO ADVANCE THE HIRING PROCESS AS FAR AS POSSIBLE

- Maximising event ROI depends on a number of KPIs, such as time to hire, interview costs, candidate travel, in addition to the volume and quality of hires
- Some recruitment events allow you more time to interview than others, from career fairs with networking through to interview rooms and assessments at the other end of the scale
- Make use of the services offered by your event to get assessments, further interviews, group work and soft skills tests carried out during the event itself, to reduce your costs and improve time to hire KPIs later

“ Smart HR leaders move candidates as far through the process as possible at the event itself ”



### DID YOU KNOW?

CAREERS IN AFRICA EVENTS CAN BE COUPLED WITH VIRTUAL INTERVIEWS TO PROVIDE FLEXIBLE SOLUTIONS THAT WILL HELP YOU ACHIEVE OBJECTIVES QUICKER AND MORE COST-EFFECTIVELY



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A Global Career Company Initiative

phone\_ +44 (0) 20 8834 0300

email\_ [bdteam@globalcc.net](mailto:bdteam@globalcc.net)

address\_ Landmark House, Hammersmith Bridge Road, London W6 9EJ, United Kingdom