

ARE YOU AFRICA'S TOP EMPLOYER?

FIND OUT THIS YEAR
WHEN THE GLOBAL TALENT POOL SPEAKS

CAREERSINAFRICA.COM/EOC

CAREERS IN
AFRICA
A Global Career Company Initiative

**EMPLOYER OF
CHOICE
2015**

in association with
TOWERS WATSON 

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PART OF OUR 2015 JOHANNESBURG EVENT

WHY CAREERS IN AFRICA EMPLOYER OF CHOICE?

As the first-mover in international-standard recruitment for Africa, Global Career Company has been a conduit for the evolving perceptions of employers and candidates around the talent market.

This privileged position has now inspired a true market-first, a Pan-African study of the motivations and perceptions of African graduates and professionals around the world, which will clearly answer the questions:

“What matters to African talent when choosing an employer?”

“How does our brand rate versus these criteria, and our competition?”



WHAT MAKES THIS REPORT DIFFERENT?

No existing employer brand report on the continent offers a fully Pan-African, external (rather than internal stakeholder) view covering both Diaspora and local talent, both graduate and experienced talent, and a full range of markets, sectors and career functions.

With deep data across such a wealth of segments, the insight and analysis from Careers in Africa Employer of Choice will stand alongside the major strategic African business studies, as the global African talent pool's voice in the debate and a truly fresh perspective.

KEY FACTS

- 500,000 registered graduates and professionals, among a wider sourcing and media network will be asked to complete the survey.
- The predicted response rate of 5-10% will produce an extremely robust report.
- Data will be reported across a range of markets, sectors, functions and levels of experience.
- 500 major employer brands, including indigenous and multinational companies have been identified for inclusion in the survey.
- The survey will comprise around 30 questions, including segmentation questions, rankings, ratings and free text for textual analysis.



TOWERS WATSON

Towers Watson is a leading global professional services company that helps organisations improve performance through effective people, risk and financial management.

Offering practical, tailored solutions in the areas of benefits, talent management and rewards, risk and capital management, and M&A, they are the survey and data powerhouse supporting Global Career Company's unique market insight in this initiative.

70%
Fortune Global
500

76%
Fortune U.S.
500

82%
FTSE
100



THE METHODOLOGY



Our Careers in Africa Employer of Choice Report is built on a worldwide African talent survey of unrivalled depth, reaching throughout our global talent pool of 500,000 African graduates and professionals, and our sourcing channels, to provide reliable samples across all market, function, sector and experience segments.

Around 30 questions will discover what drives the decision to join or leave an employer, how specific employers are rated across those criteria and ultimately, the ranking of Africa's top employers.

The resulting Report will offer compelling insight on employer attractiveness across a range of areas, including brand, commercials, training & development, compensation & benefits, CSR and more.

THE REPORTS

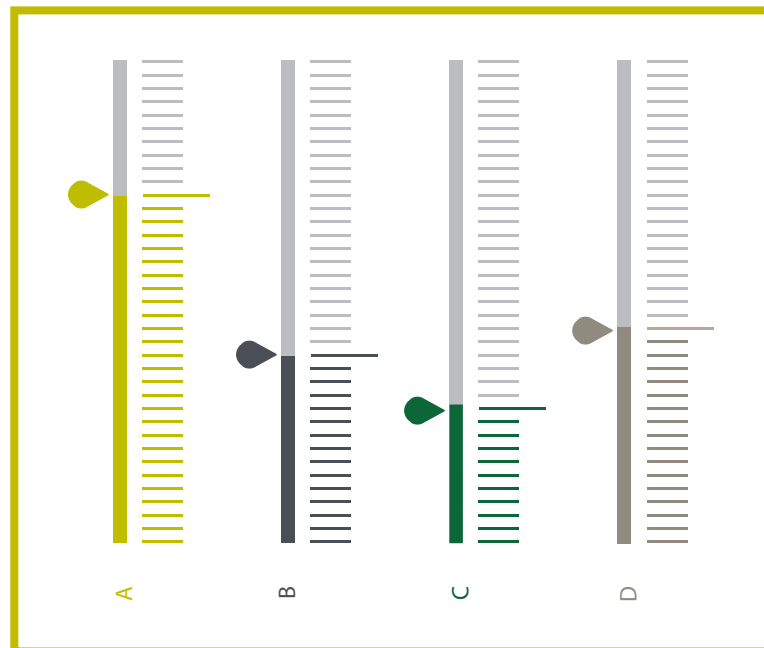
The reporting outputs for Careers in Africa Employer of Choice will offer a valuable mix of data insight and market analysis, with the statistical reporting acumen of Towers Watson allied to the deep market knowledge of Global Career Company.

The reports will make full use of the survey's potential for deep insight across multiple segments, available in formats including:

- Careers in Africa Employer of Choice Report 2015
- Customised Employer of Choice Reports

The standard report will be available to the market at large, providing core data across a range of sectors, functions and candidate experience levels, along with an overall employer ranking.

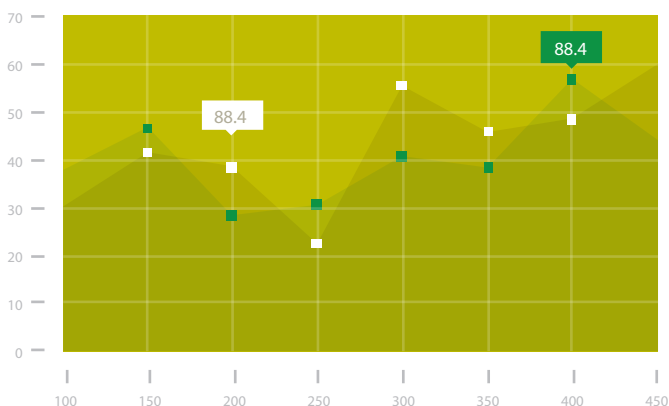
Extended Individual Employer Reports will be available to specific employers only, and will include full data, expert analysis and competitor comparison for your brand across the entire scope of the survey, providing a unique foundation for future strategic development.



SURVEY QUESTIONS

Survey questions will cover a range fundamental areas in the determination of what makes an employer of choice, including a 'What would make you want to join?' and 'What would make you want to leave?' perspective across areas such as:

- Compensation and Benefits
- Development and Training
- Progression Opportunities
- Work-Life Balance
- CSR and Sustainability
- Leadership and Management
- Diaspora Relocation
- Millennial View



GALA AWARDS EVENT - THURSDAY 19TH NOVEMBER

CELEBRATE & NETWORK WITH AFRICA'S TOP EMPLOYERS

A gala awards night will take place on 19th November, kicking off our 2015 Event at a 5-Star venue in Sandton, Johannesburg.

More than 20 awards will be presented, recognising the top employers across multiple Employer of Choice Report criteria, including employer branding, commercial attractiveness, training and development, compensation and benefits and CSR, in addition to the coveted Careers in Africa Employer of Choice 2015 Award, recognising the continent's top employer, as selected by the global African talent pool itself.



WHAT TO EXPECT

A fantastic evening of networking and celebration to accompany the release of the Careers in Africa Employer of Choice 2015 Report, featuring the first insight and analysis alongside a ceremony to recognise those employers who the African talent pool has identified as the continent's top employers. This will be a brilliant opportunity to learn, to team build and to celebrate your achievements as a company.

The winners of awards will be determined solely by the data from Careers in Africa Employer of Choice, making this a truly democratic event which rewards those employers who make an impact that resonates across the global African talent pool.

Thanks to the unique methodology of Careers in Africa Employer of Choice, the winners will be determined by their performance across the areas candidates have identified as being of greatest importance to their decision making.



AWARD CATEGORIES

No category at the Careers in Africa Employer of Choice Awards can be entered. All are purely voted by the global talent pool with winners across various sizes and types of employer.

- Overall Employer of Choice
- Compensation and Benefits
- Commercial Performance
- Development and Training
- Brand Power
- Progression Opportunities
- Work-Life Balance
- CSR and Sustainability
- Leadership and Management
- Diaspora Relocation
- Millennial View

Achieve multiple objectives at the must-attend African HR event of 2015

Packages are available for you and your team to be a part of it

Contact bdteam@globalcc.net for details or visit careersinafrica.com/jhb

JOHANNESBURG, 19-22 NOVEMBER 2015

HILTON HOTEL, SANDTON

THE MUST-ATTEND RECRUITMENT EVENT OF 2015

THURSDAY 19TH NOVEMBER

DISCOVER

Careers in Africa Employer of Choice 2015 - The Results

What motivates top African talent and who does it best?
Find out from this first-of-its-kind survey and report.

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RECOGNISE

Careers in Africa Employer of Choice 2015 - The Awards

A gala ceremony to recognise and celebrate the continent's top employers across multiple categories, as chosen by the Talent Pool.

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AFRICA

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EMPLOYER OF
CHOICE
AWARDS

FRIDAY 20TH NOVEMBER

DISCUSS

Talent Agenda Series - Recruiting Excellence for Africa Conference

Pan-African, regional and local perspectives on recruiting and retaining the best, discussed in a high-level, interactive one-day Conference.

CAREERS IN
AFRICA

TALENT AGENDA SERIES

A Global Career Company Initiative

FRIDAY 20TH - SUNDAY 22ND NOVEMBER

RECRUIT

Careers in Africa Recruitment Summit, Johannesburg 2015

Recruit exceptional talent from our Global Talent Pool in Southern Africa through the continent's leading Recruitment Summit.

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AFRICA

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