



race

Recruitment Advertising Certificate of Excellence



The National Recruitment Group

The NRG - National Recruitment Group - was formed in April 2000 in order to discuss and agree strategies designed to protect, promote and build the recruitment-advertising category for print media. A cross-industry gathering of specialist recruitment advertising agencies, national sales operations and key publishers came together and agreed a mission statement:

"The National Recruitment Group is a working party that has a mutual interest in all forms of recruitment advertising and aspires to promote, develop and increase understanding through:

Seeking to exchange and distribute best practice

Encouraging and assisting in the provision of bespoke research and market intelligence

Promoting the stature and importance of the category through conferences and seminars, creating greater appreciation of the economic importance of the category

Undertaking specialised training and development of personnel involved in the category

Defending and maintaining the value of the business to all".

The NRG has always sought to reflect the changing nature of the recruitment advertising market and to devise strategies in response. Since the inauguration of the committee there has been recognition of the need for high quality training bringing together media and agency personnel in order to best meet changing client expectations.

In the autumn of 2002 the NRG conducted research to identify training and development priorities and was subsequently able to produce a brief for recommended training providers. In March 2003 we were delighted to confirm the appointment of Pearse Conlon Associates as our training partner and after three months of further cross-industry discussion we are pleased to invite you to consider sending delegates on the inaugural Recruitment Advertising Certificate of Excellence programme.

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Recruitment Advertising Certificate of Excellence

A two-day personal training and development programme - providing the platform for developing a greater understanding of our business partners and the roles that we play (the media and recruitment advertising agencies) in order to grow trusting relationships which will provide informed and creative solutions to our clients.

Candidates will be empowered to become more effective communications professionals, providing more effective, appropriate and complete client solutions. The material benefits for agencies, sales houses and media owners will be immediate and tangible and should be considered in the context of a longer-term commitment to personal growth and development.

Course Content

Our business

- *The structures, business parameters, terminology and processes*
- *The process of an advertisement - the process of a campaign*
- *The client, the agency and the media; deadlines, priorities and business processes*
- *The briefing process, the pitch process, retaining business, agency/media relations/expectations*
- *Choosing the most appropriate media.*

The client

- *What they need in a changing and demanding market. To learn about how we can complement each other in providing solutions*
- *What is recruitment? What are the time scales and the implications? Why do they need the agency and the media?*

Communications

- *How we as individuals communicate and how that can influence working relationships*
- *Using the MBTI, delegates will be introduced to their style of communication and how that hinders or helps a relationship. Techniques will be 'discovered' to kindle successful partnerships between the media, the agencies and the client.*

Research

- *What research is available - how can we source it? How do we read and interpret it, and use it to grow our business and revenues?*

Personal learning

- *What can we do to make a difference - translate the programme into our working life - we are the culture - let us shape the future of the Recruitment Advertising business.*

Course Structure

- *Two full days in the 'classroom'*
- *Interim written project*
- *Final 'presentation' of learning outcomes*
- *Each candidate will be provided with an individual learning log to complete*
- *All project work to be completed in teams of two - one media, one agency.*

Pre-course requirements

- *Each candidate to identify three learning objectives*
- *Each candidate to identify what they are willing to contribute to the training group*
- *Each candidate to identify how they will measure the success of the programme.*

Benefits of participation

- *Enhanced understanding of the recruitment industry and changing client expectations*
- *Appreciation of the differing and complimentary roles of media and agencies*
- *Clear examination of the importance of effective communications and how to maximise*
- *Personal understanding of your individual communications style.*

Cost

- *£600 (+VAT) per candidate*

For further information or to confirm your place on the first courses please contact:

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