



RECRUITMENT + EXECUTIVE SEARCH IN AUSTRIA



19.02.2019



IMPERIAL / Vienna

*.. from Europe's leading Market Research Institute
In the Employment Services branch!*

TARGET GROUP:

Managing Directors,
Marketing- and Sales
Directors of companies of
the Recruitment branch

REGISTER

PRICE: € 890

EARLY BIRD Special: 2for1
2 for the Price of 1
until January 18th 2019



Dr. Frederik Lehner

The founder and Director of the IC Group has extensive experience in the fields of Market research, Marketing, Price Management and Internationalisation.



Mag. Andreas Erdpresser

Is Managing Director of IC Bratislava since 2015 and accounts the Employment Services branch at Interconnection Consulting.



Mag. Michael Cetinkan, MBA

The graduated economic sociologist is Sales Excellence expert at Interconnection Consulting. Since 2017 he leads the sales obligations as head of sales.

INVITATION

Our day-long Marketing Forum will provide a comprehensive overview of the Austrian Recruitment and Executive Search market. In the morning we will give an overview of the core results our study and will analyze trends on the labor market as well as the economic outlook of the branch. We consider the market developments and potential, including forecasts up to 2021. We will also be presenting key market drivers, trends, and success factors.

The market lectures will include market sizes and will present the highlights of the singular segments. In the afternoon, you can expect to learn about selected tools for your marketing and sales agendas that will make you even more successful on the market! Our discussions following the lectures will give you the opportunity to ask questions and raise topics important to you!

MARKET DEVELOPMENT | MARKET DRIVERS | TRENDS *

Core results and benchmarks of the Austrian Recruitment market in the following categories:

Wages Brackets: Entry Level Recruitment, Recruitment + Executive Search

Segments: Administration / Office, Industrie + Building, IT + Telecommunication, Finance, Engineering, Life Science, Tourism / Event, Contact Center, Sales / Marketing, Others

Including data concerning the total market, forecasts for the upcoming 3 years and highlights of the developments in the singular segments*. As well as trends and success factors.

* The lectures are based on current studies, but they cannot and don't want to replace the studies!

MARKETING TOOLS

KAM Excellence: Key Account Management with system

ONLINE LEAD GENERATION Strategies for the Recruitment

SHARE of WALLET Program

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RECRUITMENT IN AUSTRIA

WHEN: 19.02.2019

WHERE:
Hotel IMPERIAL Vienna
Kaerntner Ring 16
1015 Wien

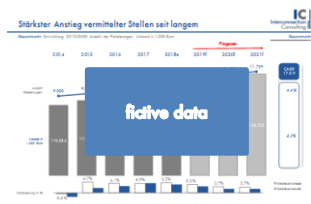
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PERFORMANCES

The Recruitment market in Austria

The performance analyses the Austrian recruitment market by region, wage brackets and professional segments. We present numbers and facts regarding the current market size and market development for the total market in the singular segments including growth rates and forecasts until 2021. The presentation is based on the current IC Market Tracking Recruitment in Austria 2018.

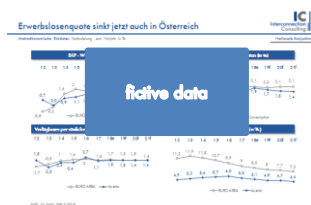


MARKET DEVELOPMENT

- Current forecasts regarding the market development in Austria by region until 2021f
- Benchmarks referring to segments, wage brackets, accounting models
- Overview of the Austrian labor market and its specifics
- **Analyses regarding the market concentration + market shifts**

Trends on the labor market and economic prospects

This lecture points out the developments of the most important market drivers for the recruitment market: Austria's labor market and economic development. We analyse indicators like the national and international economic situation, the situation on the labor markets, employment and unemployment figures, age distribution and demography. Besides the economic key points analyses of the singular trends on the labor market will round the presentation down.

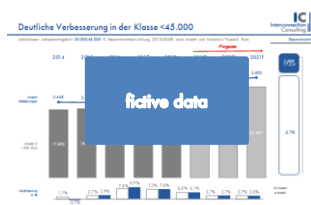


MARKET ENVIRONMENT

- Micro- und macro-economic developments in Austria until 2021f
- Analyses of the labor market by demography + population (age, migration)
- Comparison of the singular labor markets by region (federal states)
- Analyses of the employment + unemployment figures
- **Forecast of the labor market situation until 2030**

Trends + Success factors on the Recruitment market

The recruitment market primarily is bound to the short-term economic performance, the company expectations and the developments on the labor markets. The lecture presents the TOP trends of the Austrian Recruitment and Employment services markets and presents the most important success factors of the market. Thereby we consider trends in the fields of payroll, education and professionals, just as the TOP growth segments.

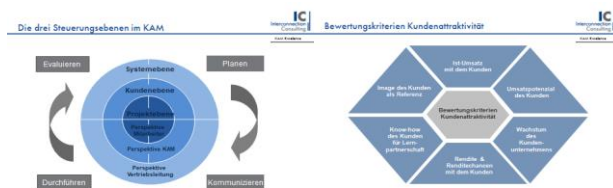


TOP TRENDS

- RPO (recruitment process outsourcing), payroll, finance, IT
- Internal versus external recruitment
- the TOP growth segments
- **including growth rates**

KAM EXCELLENCE: Key Account Management with system!

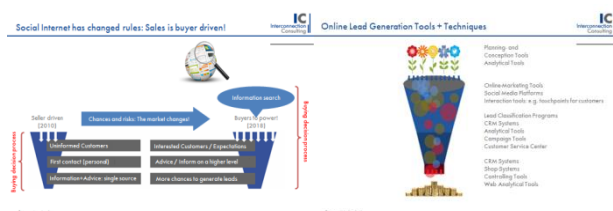
The performance introduces a 10 level program to an efficient key account management and points out how the success factor key account management can be optimised on various levels by the means of the KAM Excellence method: From the methodic maintainance of the key accounts to the systematic establishment of an effective KAM-system in a company. We take a closer look at the control levels, the performance management and the controlling and consider which characteristics a successfull key account manager should bring.



- The 10 levels of the KAM Excellence System
- Organisation + Management
- Performance Management + Relationship Maintainance
- The systematic processing of Key Acoounts
- Controlling + Implementation
- Presentation skills + dialogue techniques

ONLINE LEAD GENERATION Strategies for the Recruitment

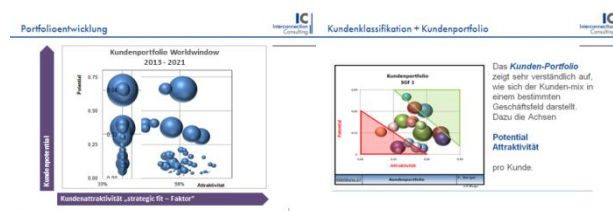
We present strategies to fully exploit the potential of the internet regarding customer acquisition. We introduce strategy concepts and essential components from the planning to the implementation to help you to successfully realize your Lead Generation projects within the Recruitment branch.



- Planning + implementation of Lead Generation Projects
- Strategies for Online Customer Acquisition
- Tit for Tat as new internet valuta
- LG Processes: Definition of a communication chain, interfaces + competences
- Strategic Orientation of the Webpage
- Do's + Don'ts by the implementation of LG Projects

SHARE of WALLET Program

Ultimately it is the buyers who are responsible for the growth of a company. Anyone who wants to create sustainable growth has to build a good relationship between corporate philosophy and customer needs. This applies both to end customers as well as to B2B markets. How to successfully control growth in sales from this perspective is shown in this lecture by Peter Berger.



- Customer typologies: Price optimizer, system optimizer and problem solver
- Differentiation of the customer types: What do they demand + and which type suits me?
- "strategic sales control" in technical sales
- How to develop strategies for the right customer mix

PROGRAM

- 09.15 Trends on the labor market + economic prospects
- 10.30 Coffee Break
- 11.00 The Austrian Recruitment market
- 11.45 Trends + Success factors on the Recruitment market
- 12.00 Discussion
- 12.30 Lunch Break
- 14.00 KAM Excellence: Key Account Management with system
- 14.45 ONLINE LEAD GENERATION Strategies for the Recruitment
- 15.30 Coffee Break
- 16:00 SHARE of WALLET Program

... including a
3-course-menu,
catering +
elektronic
records

Customer Voices

The open discussion about numerous facetes of sales has made it possible for me to once more look over the edge of „my own sales“. During the day new impressions occurred to me, that for sure will lead to new activities within „my own“ sales activities.

Joachim Rauch,
Sales Director MAICO

The contributions were a refresher and simultaneously conveyed new knowledge and findings to me, a well as they gave space for self reflection.

Andreas Wind,
Project + Key Account Manager DCCS

Further Speaker



Mag. Raphael Amschl
The graduated business informatics scientist since 2008 is with the IC Group. As Consultant he is responsible for the fields Digitalisation and Online-Marketing.



Ing. Peter Berger, MA, CMC
Peter Berger has had studied Sales Management and has more than 30 years experience in International Sales.

