

Java Events Ltd  
2003 Conference Series

# The Human Resources in Media Forum 2003: *Advertising Sales Recruitment & Retention*

15 October 2003  
The Brewery, London

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*A one-day forum exploring methods of making recruitment more efficient,  
and improving staff retention, within a volatile industry.*

Sponsored by

COUDERT BROTHERS  
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Carreras Lathane

THOMAS  
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Official Publication

**MEDIAWEEK**

Official Hotel

  
INTERCONTINENTAL  
THE CHURCHILL  
LONDON

Organised by

**JAVA  
EVENTS**

*Dear Delegates,*

I am most pleased to be able to welcome you to the The Human Resources in Media Forum 2003: Advertising Sales Recruitment & Retention.

Recruitment is not an exact science especially in the fast moving, competitive sector of media sales. Mistakes have always been made in recruiting sales staff and will no doubt be made again. Recruiters have too often relied on gut feeling, relevant experience, contacts and even prejudice in their selection process. Should there not be some science to the process? Are there other methods of assessing talent, suitability and potential of candidates?

The supply and demand for talented and experienced people fluctuates along with the economy in general or indeed the media world's own macro economy. How do you allow for this in your recruitment strategies? Young experienced media sales professionals with 1 or 2 years experience are always difficult to attract and staff retention is a perennial problem for all media companies. How do you find and retain these rare candidates?

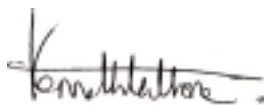
This forum is designed to help us all to address these and other questions. We will explore the different ways that companies recruit their staff, what criteria they put in place for their selection process and the benefits of psychometric profiling. You will hear expert speakers and recognised media gurus share their experiences with you and discuss the methods that work for them.

The aim of the conference is for all those involved in the recruitment and retention of sales staff to think about current practises and to see what they can add that will improve the process and ultimately be reflected in the bottom line and profitability.

The most valued asset of any media sales force are talented sales people so retaining this human resource will then be discussed as well as the importance of continuous sales training and motivation.

Finally we will be having a round table discussion on that most important topic "Talent and training versus experience".

I look forward to seeing you at this crucially important conference on the 15th of October 2003.



Ken Lathane  
Managing Director  
Carreras Lathane Associates.

Official Hotel



Sponsor



The 445 room InterContinental - The Churchill London is centrally located, overlooking the picturesque gardens of Portman Square.

All guestrooms and 40 suites boast en-suite bathrooms, climate control, safety deposit boxes, satellite television, dataports and pay movies. These amenities are complimented by 24-hour room service, laundry and valet service and a 24-hour Churchill Health Club.

As part of the hotel's recent £10 million refurbishment, some of the additional facilities guests will now be able to enjoy include the Churchill Health Club, a new 24 hours Business Centre and two new restaurants; The Terrace on Portman Square and the newly acclaimed Locanda Locatelli.

The InterContinental - The Churchill London has arranged for special room rates for all delegates wishing to attend this event.

To make your room reservations please call  
**+44 (0)20 7486 5800** and quote  
**" JAVA Events: HR in Media "**

Thomas International are the leading providers of management systems and business tools to small/medium sized enterprises. Thomas' behavioural, aptitude and ability tests analyse people's behavioural style at work, identify their strengths and limitations and measure their mental horsepower. We enable employers to understand, realise and measure the full potential of their staff. We give you the tools to make your people profitable.

Our systems assist managers to motivate, stimulate and encourage individuals in the work environment by raising their self awareness, self esteem and confidence. They can be used in recruitment and retention, benchmarking, training, career planning, appraisal and team building.

Over the last 20 years we have carried out over 8 million staff assessments. Thomas' systems help unlock people's potential.

They can help answer questions such as:

**Do your people make a difference to your business?  
Are they motivated and do you know what motivates them?  
What management style will bring out the best in them?**

Based in Marlow, we operate in 50 countries with 49 languages and employ approximately 350 consultants worldwide.

For more information, or to find your local consultant, please contact Thomas International on 01628 475 366.

Email: [info@thomas.co.uk](mailto:info@thomas.co.uk).

Website: [www.thomasinternational.net](http://www.thomasinternational.net)

DELEGATE PLACES ARE LIMITED. DEADLINE FOR BOOKING IS FRIDAY 10 OCTOBER

# The Human Resources in Media Forum 2003: Advertising Sales Recruitment & Retention

15 October 2003, The Brewery, London

9:00 – 9:25	<b>Registration &amp; Coffee</b>	
9:25 – 9:30	<b>Chairman's Introduction</b>	<i>Ken Lathane, Managing Director, Carreras Lathane Recruitment &amp; Training</i>
9:30 – 10:00	<b>Keynote: Why is the relationship between Recruitment Consultancy and Media Owner so important?</b> - How to maximise the relationship between Media Owner and Recruitment Consultancy	<i>Clare Dove, Group Advertisement Director, IPC Media</i>
10:00 – 10:30	<b>Keynote: Sales Recruitment &amp; Retention: A Case Study</b>	<i>Gary Hollins, Director of People &amp; Culture, emap advertising</i>
10:30 – 10:55	<b>Keynote: 'Ask, Think, Tell, Listen':</b> An Employee Survey encompassing Despondency to Motivation	<i>Lisa Bourne, Managing Director, Newsquest Media Sales</i>
10:55 – 11:00	<b>Questions &amp; Answers</b>	
11:00 – 11:20	<b>Coffee Break - Sponsored by MEDIAWEEK</b>	
11:20 – 11:45	<b>How long before new salespeople become productive?</b> - Product knowledge - Market knowledge - Hitting targets - Conscious competent (stops being dangerous)	<i>David Wilson, Training &amp; Development Manager, Quantum Business Media</i>
11:45 – 12:15	<b>The true cost of recruiting</b> - Direct Vs. Consultancies The typical costing of management time (money) to recruit one salesperson: - Advertising - Press Vs. Internet - Vetting CVs - Telephone interviews - 1st interview - 2nd interview - Job offer	<i>Patrick Falconer, UK Director, International Herald Tribune</i>
12:15 – 12:35	<b>The true cost of filling a vacancy</b> - Uncovered territories - Loss potential sales - Customer dissatisfaction - Stand-in salespeople - Sales manager cover	<i>Robert Lettman, Director, Carreras Lathane Recruitment &amp; Training</i>
12:35 – 12:55	<b>Sales force pay and commission</b> - How to deliver business objectives and retain staff	<i>Helen Davies, Human Capital, Deloitte &amp; Touche, UK</i>
12:55 – 13:00	<b>Questions &amp; Answers</b>	
13:00 – 14:00	<b>Lunch</b>	
14:00 – 14:30	<b>Making the most of your employment contracts:</b> - Effective and enforceable ways of protecting your business, including the latest techniques for ensuring restrictive covenants are enforceable	<i>John Evans, Head of Employment Law, Coudert Brothers London Chairman of International Committee of Employment Lawyers' Association</i>
14:30 – 15:00	<b>Competency Based Interviewing and Behavioural Description Interviewing</b> - Understand how competency based interviewing works - Introducing the benefits of CBI-BDI to a business - Use a structured system to match candidates against agreed competencies - Designing and implementing a competency based interviewing system - How to carry out an effective competency based interview - Special questions and techniques designed for CBI-BDI interviews	<i>Peter Clayton, Director, Sales Solutions</i>
15:00 – 15:30	<b>Understanding the power of Psychometric Testing</b> - <b>Benchmarking</b> - What constitutes a top performer in your business - <b>Personal Profile Analysis</b> - The Self Image - The Work Mask - Behaviour under pressure - <b>Test's for selection and training</b> - <b>Team Dynamics</b>	<i>Rod Cornwell, Director, Thomas International</i>
15:30 – 15:55	<b>Ways to improve retention and maximise individual performance</b> - Top performer profiling - Replicating the winning formula - Predicting the potential of new recruits - Training versus coaching - Strategies for maximising performance	<i>Martin Barrow, Director - Debbie Barrow, Director, Virada HR &amp; Training Consultancy</i>
15:55 – 16:00	<b>Questions &amp; Answers</b>	
16:00 – 16:20	<b>Coffee Break - Sponsored by MEDIAWEEK</b>	
16:20 – 17:00	<b>What make salespeople leave? What make salespeople stay?</b>	<i>Paul Harding, HR and Organisational Development Consultant</i>
17:00 – 17:20	<b>Roundtable Discussion: "Talent Vs. Experience"</b>	<i>Panellists: Ken Lathane, Paul Harding, Tim Burrows (Editor, Mediaweek)</i>
17:20 – 17:30	<b>Chairman's Final Remarks and Close of Conference</b>	
17:30 – 20:00	<b>Cocktail Party - Sponsored by CARRERAS LATHANE</b>	

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The Human Resources in Media Forum 2003:  
Advertising Sales Recruitment & Retention

15 October 2003, The Brewery, London

Please photocopy for multiple delegates

Deadline for booking Friday 10 October 2003

Please register  delegates for this conference

Please return by post or fax to:

**JAVA EVENTS LIMITED, 4 Golden Square, London W1F 9HT**

First degree  
Name First name  Surname

Position

Second delegate  
Name First name  Surname

Position

Organisation

Type of business

Address

Country  Postcode

Phone  Fax

Email

Brochure code:

Registration fee is £500 plus VAT (£587.50 in total)

● I enclose a cheque for the sum of £  made payable to Java Events Ltd

● Bank Transfer: quoting reference JE006

Bank details: Lloyds TSB Bank plc. Account No.: 3494456 Sort code: 30-92-82  
Ealing Broadway Branch, 45 The Broadway, Ealing, London W5 5JU

● Please register the following Delegate(s)   
and supply an invoice by post

● I am a BABi member (10% member's discount)

● I would like information on related conferences

● I am interested in sponsorship/exhibition details

DATA PROTECTION: The information you provide will be held on a database and will not be shared with external companies other than event sponsors/speakers.

PLEASE NOTE

1. JAVA EVENTS LIMITED reserves the right to allow entry to the event.
2. All attendees must be pre-registered. No payment will taken on the day of the event.
3. All delegates must be registered by 10 October 2003.
4. Only those individuals pre-registered to attend will be allowed access to the event.

WHO SHOULD ATTEND?


- HR Directors & Senior Managers
- Sales Directors & Managers
- Training & Development Managers
- Group Heads of Advertising
- Publishers (who recruit sales staff)
- Managing Directors of Small/Medium Media Companies
- Directors of New Media Sales
- Directors of Conference & Exhibition Sales
- HR Consultants


4 EASY WAYS TO REGISTER

 Fax: +44 (0) 8700 520308

 Web: www.java-events.com

 Email: info@java-events.com

 Tel: +44 (0) 207 287 2561

 Post: Please complete and return the registration form with payment details.

Delegate places are limited and the deadline for booking is 10 October 2003.

ADMINISTRATION DETAILS

Date: 15 October 2003

Time: 9.00 am

Venue: The Brewery, Chiswell Street,  
London EC1Y 4SD

Fees: £500 plus VAT

PAYMENT INFORMATION

Payment must be received prior to the event. VAT invoices will be issued.

EVENT ACCOMMODATION

Overnight accommodation is not included in the registration fee. However, a reduced rate has been arranged at InterContinental – The Churchill London on +44 20 7486 5800. Please contact the hotel directly quoting booking reference "JAVA Events: HR in Media". It is advisable to book four weeks prior to the event. After that time rates and availability cannot be guaranteed.

ENQUIRIES

Please address all enquiries to the conference organisers, Java Events Ltd in London on +44 (0) 207 287 2561 or Email: info@java-events.com

CANCELLATIONS

Cancellations received in writing before 26 September 2003 will be refunded in full less an administrative charge of £100 plus VAT.

We regret that cancellations cannot be accepted thereafter. For security reasons, substitute delegates are not acceptable.

**PLEASE NOTE:** It may be necessary for reasons beyond the control of the organisers to alter the content, venue or the timing of the programme.

REGISTRATION FEE

The registration fee is £500 plus VAT (total £587.50) per delegate. The fee covers attendance at all sessions, refreshments and full conference documentation; the fee also covers attendance at the conference receptions. Full registration fee is due before the date of the event.

CONFERENCE LANGUAGE

The conference language is English.