B2B Marketing Awards 2012 Submission

Category Number: 13

Category Name: Best Channel Marketing Initiative

Name of company entering: b2b partnerships Ltd www.b2bpartnerships.org

Programme/initiative name: Innovative Approach to Channel: Professional Associations as an Independent Channel to Market.

Brand or client: Chartered Institute of Personnel and Development (CIPD) in partnership with Hays Plc.

Innovative Approach to Channel: *Professional Associations as an Independent Channel to Market.*

Case Study: CIPD Resourcing and Talent Planning Survey in partnership with Hays Plc, by b2b partnerships Ltd.

Summary

Professional associations, represent 'sectoral/industry' communities of individuals or organisations within a specific sector. Associations represent closed, independent and a trusted source of information and guidance for its members.

Associations support, inform and educate their membership via a variety of independent, targeted communication channels. These channels are typically split by medium, professional profile and/or specialist areas to deliver appropriate content to specific sectors of decision makers and influencers.

Working on behalf of CIPD, b2b partnerships scoped out the partnership opportunity, identified Hays Plc as a right fit partner and facilitated a partnership on CIPD's Annual Recruitment and Talent Planning Survey and associated outputs. The partnership incorporated a host of complimentary marketing channels, PR campaign and events to profile the findings to CIPD members and Hays' clients.

The strategic partnership enabled CIPD and Hays to develop the research to provide practical insight, added value content and knowledge for both parties' audiences.

This submission requests the judges to consider two aspects:

1. How associations represent a channel by way of their services to their membership

2. How a strategic partnership with an association, with aligned objectives can enable the partner to work collaboratively to deliver content and information to the professional bodies membership.

1. About the Client

The CIPD is the world's largest Chartered HR professional body, setting global standards for best practice in HR, supporting and developing those responsible for the management and development of people.

The CIPD have over 135,000 members across 120 countries, including 50,000+ who are chartered, representing the most influential HR professionals/employers from the world's leading organisations.

CIPD segment their membership and engage with the industry on issues that matter. CIPD own, control and deliver all its channels to membership, communicating directly with the sector.

The CIPD is committed to developing value add partnerships on selected existing activity. The CIPD partners with organisations with aligned objectives to the activity providing a relevant and interesting angle.

b2b partnerships (b2b) is retained by CIPD to identify internal programmes of activity that can be developed with partnership in mind. b2b develop campaign and channel proposals against existing CIPD activity, whilst simultaneously identifying potential partners. b2b align organisations and develop the activity to meet mutual objectives.

2. Strategy

Hays are a renowned and established recruitment agency operating in a highly competitive market place. Hays' key challenges lay in extending its reach and profiling its expertise beyond its clients and to reach a wider audience of HR professionals (its key audience).

Hays wished to identify the right channels and opportunity to engage with the HR sector on a credible, valued topic relating specifically to their business. In addition it wanted to support its client discussions and enable Hays representatives to further engage on real issues facing businesses and employers. Finally Hays wished to grow its HR recruitment division and strengthen relations with potential candidates.

CIPD represents the HR professional community and conducts a comprehensive research programme to showcase sector insight, challenges and solutions. CIPD's existing Annual Recruitment and Resourcing Survey (RTPS) is well established with a dedicated marketing and communication campaign and CIPD was seeking the right partner to work with on the RTPS to provide further industry expertise, perspective and extend its reach across employers and the business community.

Through understanding both the common goal between Hays and CIPD, the partnership was formed across the RTPS.

3. The Campaign

Working on behalf of CIPD, b2b undertook a consultation of Hays objectives and taking Hays expertise into consideration, it was identified the right opportunity for Hays to partner with the CIPD on was across CIPD's RTPS thought leadership programme.

The RTPS is the CIPD's annual, independent survey of current/emerging trends in people resourcing practice. Established in 1997, RTPS provides benchmarking data to support employers on resourcing strategy, recruiting/retaining candidates, labour turnover and employee engagement- all set against an ever-changing economic and labour market backdrop.

The survey is independently developed and delivered by the CIPD. The final outputs of the survey are directly pushed out to the sector via CIPD's ongoing dedicated channels and a planned PR campaign.

High level campaign elements include:

- Full integration of Hays into the research programme
- Dedicated PR and media campaign
- Full brand and content integration across CIPD's channels to membership.
- Involvement in on/offline events to showcase the research and specialist knowledge.



Diagram 1: CIPD Hays Resourcing and Talent Planning Survey Report 2012

4. Objectives of the Campaign

CIPD partnered with Hays to form a strategic partnership which not only provided a wealth of benefits to Hays, but reciprocal benefits to CIPD due to strong alignment of objectives and strategy. The partnership enabled Hays to

- demonstrate expertise to clients and the wider business community by providing insight, case studies and commentary alongside the CIPD
- showcase expertise on recruitment and resourcing issues alongside the CIDP via the dedicated marketing campaign and CIPD communications channels to the membership
- engage with the HR profession, industry leaders, government and policy makers
- deliver solutions into sector and customers
- raise the profile of working practices and demonstrate know-how
- enhance business development and marketing opportunities
- integrated into a dedicated channel marketing and media campaign



Diagram 2: CIPD Hays Resourcing and Talent Planning Survey Web Area

5. The Target Audience

"These details were provided to judges in the original submission but are commercially sensitive and therefore confidential."

5. Media, Channels and Techniques Used

The RTPS and subsequently the partnership are delivered via a number of CIPD's channels, including:

- Marketing campaign to promote the survey for completion
- Hard and soft copy of report
- Dedicated web area including promotion through homepage
- Ongoing marketing campaign including:
  - *targeted email communications plan to specific sectors of the membership*
  - *CIPD magazines including People Management and Impact Magazine*
  - *Joint Public Relations Campaign to national, regional, trade and broadcast media*
  - *CIPD related conference and events*
- Social media campaigns
- CIPD provide insights training to Hays BD professionals
- Linked to CIPD's People Management Awards sponsorship
- Ongoing marketing campaign to support the partnership and associated thought leadership around the research theme across all channels throughout each year of partnership.

CIPD partner with Hays on the RTPS to extend the research and findings via Hays channels including:

- Hays' client communications channels including on and off line
- PR team and media contacts
- Website promotion and links
- Events
- Hays client meetings via their BD team and consultants
- Distribution of report to clients and key contacts of Hays

6. Timescale of the Campaign 'Approximate annual timescales'

The RTPS partnership is an exclusive three year campaign enabling both parties to really work together to develop the research and its findings. Starting in January 2011, the survey cycle occurs throughout each calendar year. CIPD and Hays work collaboratively to determine joint objectives, research themes and plan of activity.

See Diagram:



Diagram3: RTPS project timeline

7. Budgets.

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8. The Value & Results

The key value and results revolved around the right to exclusively work alongside the CIPD on the CIPD's channels into its primary sector. CIPD's community represents two very valuable markets to Hays business; employers and candidates.

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9. Client testimonial

"Our partnership with Hays on this research continues to be very successful for both parties. Hays have really grasped the opportunity which this presents and are working with us to increase the relevance of this survey amongst CIPD members and Hays clients".
Sandeep Khaira, CIPD

"Partnership of the CIPD's Annual Resourcing and Talent Planning Survey, helps to provide the HR community with insightful and interesting findings on the UK recruitment market. The partnership provides Hays with a great opportunity to work closely with CIPD and its members and the wider HR community. The research provides us with the opportunity to open a conversation with employers on real issues facing their business – it adds additional credibility which is valued".
Barney Ely, Director Hays Plc

10. Supporting material supplied

1. CIPD Press Release
2. CIPD web area in partnership with Hays
3. Hays web area/landing page for the partnership
4. Showcase session at the CIPD Recruitment Exhibition/Conference releasing the findings
5. People Management online article/feature and magazine focus feature
6. Links and references to the RTPS from other relevant areas of CIPD site, including Talent Management & Retention and Turnover HR Topic resource information/content.
7. Example of CIPD Update email communication. RTPS mentioned.
8. Sample Marketing Timeline
9. Copy of 2011 Resourcing Talent Planning Report
10. Why companies partner with professional bodies

Submission Ends