

High Fliers Research

One-Day Training Courses

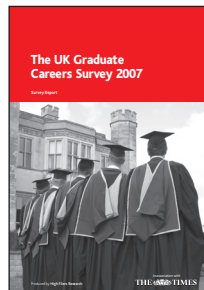
Professional Training for Graduate Recruiters

Course Programme 2007

Introducing High Fliers Research

Established in 1994, **High Fliers Research Limited** is an independent market research company which specialises in student and graduate research.

Best-known for its annual study of final year students, *The UK Graduate Careers Survey*, the company has now worked with over 100 leading employers to measure the impact of their campus activities and help them understand their position in the graduate market.



Research from the survey is also used to compile *The Times Top 100 Graduate Employers* – the league table of the UK’s most successful graduate recruiters – and *The Times Graduate Recruitment Awards* annually.



Since 2002, High Fliers Research has also conducted regular surveys of employers to research graduate vacancy levels, starting salaries and benchmark recruitment practices. Its latest study, *The Graduate Market in 2007*, reported a 10.1% increase in graduate vacancies this year and revealed that the largest recruiters in 2006-2007 were the accounting & professional services firms and City investment banks.

Professional Training for Graduate Recruiters

Launched in 2006, High Fliers Research offers professional training for graduate recruiters.

The **one-day intensive courses**, held monthly, are based on over a decade of exclusive research with more than **150,000 final year university students** and case studies from 120 leading graduate employers.

The training is aimed specifically at **new** graduate recruiters – those with up to 12 months experience of working in recruitment marketing or selection. The courses have been designed to give participants a highly practical insight into best-practice graduate recruitment in the UK and a flying start within their organisation.

Courses will be facilitated by **Tim Wise** and **Sally Hyman**, who have each managed award-winning graduate recruitment campaigns at leading employers in the UK.

Training Course Programme

Drawing extensively on High Fliers Research's 13-year archive of graduate recruitment research, the one-day courses provide a blend of expert input, interactive exercises and specially-commissioned video documentaries.

Each course runs in small groups, typically 4-6 recruiters, to allow sessions to be tailored to the needs of participating employers. Key topics include:

- **Planning a successful graduate marketing strategy** – how to produce an effective recruitment marketing campaign, on schedule and on budget
- **Building a strong employer brand on campus** – deciding which universities to target, preparing recruitment events and developing local relationships with university careers services & academic departments
- **Managing graduate selection** – how to devise and implement an appropriate application & assessment process for your organisation
- **Understanding students' expectations** – Gill Thomas, publisher of *The Times Top 100 Graduate Employers*, analyses what it takes to be an 'employer of choice' in the current graduate recruitment market
- **Graduate market intelligence** – Martin Birchall, managing director of High Fliers Research presents the latest expectations of final year university students and reviews the current graduate employment market.

Booking a One-Day Course in 2007

Training courses will be held once a month at the High Fliers Research Centre in Camden Town, London on the following **Thursdays** in 2007:

<i>18th January</i>	<i>15th February</i>	<i>15th March</i>	<i>19th April</i>
<i>17th May</i>	<i>21st June</i>	<i>19th July</i>	<i>16th August</i>
<i>20th September</i>	<i>18th October</i>	<i>15th November</i>	<i>13th December</i>

The cost of the full day course is **£695+VAT** per person, which includes all course materials, lunch & refreshments, and a certificate of attendance.

A maximum of **two places per organisation** are available on each individual course. To book your places, please email **Tim Wise**, Research Director at tim.wise@highfliers.co.uk or call **020 7428 9000**.

In addition to the regular monthly courses, for groups of 4 or more recruiters, training courses can be provided on an 'in-house' basis, anywhere in the UK.

Recent Press Coverage

Results of graduate recruitment surveys produced by **High Fliers Research** are regularly reported in the press, including coverage on **BBC Television & Radio**, **Channel Four News** and major news stories & features in **The Times**, **The Guardian**, **Daily Telegraph**, **The Independent** and **Financial Times**.

THE TIMES

THE UK GRADUATE CAREERS SURVEY

Class of 2005 prepare for study and travel

OVER the next two months final-year students will be gearing up for their exams, enjoying a last party or two and, all being well, denning their academic finery for the graduation ceremonies that officially mark the end of student days. But what happens next? According to a report published today, the future for many of the Class of 2005 graduates is disappointing, Martin Birchall writes.

The UK Graduate Careers Survey 2005 is one of the largest independent studies of university students. It is based on face-to-face interviews with more than 16,000 final-year students across 30 universities carried out over two weeks ago by High Fliers Research, in association with The Times. The research shows that little more than a third of this year's new graduates expect to find a job after university — one of the lowest results recorded. Fewer final-year have made job applications this year and just one student in six questioned thought there were enough graduate jobs available for those leaving university this summer.

As an alternative to employment, a quarter of this year's final-year students plan to continue their studies with a postgraduate course, often because they feel "under-qualified" with just a first degree and believe that an extra qualification will strengthen their CV.

Sally, recent research from the Association of Graduate Recruiters shows that this may be a very expensive career mistake. Just one employer in 20 is prepared to pay any premium for applicants with postgraduate degrees and unless a masters or PhD is directly relevant to the job, it is unlikely to assist during the selection process.

For final-year jobs are heading for employment in 2005, the most popular destinations are teaching, media and marketing, although more students applied for jobs in investment banking and accountancy studies in the recruitment season.

The top three priorities for student job

hunters this year are job location, starting salary and type of work. Finalists are looking for average starting salaries of £19,800, a 4 per cent increase on last year's expectations, but still some way below the £22,000 that the Association of Graduate Recruiters says top employers are offering this year.

More students want to work within the AEs than anywhere else. Perceptions of higher starting salaries, a better choice of employment and a vibrant social life persuade many to head for London.

Despite all the uncertainty about finding a graduate job, few finalists expect to stay long with their first employer. The average is just three years and a fifth of students expect to have changed employers at least three times during their first ten years of work.

Martin Birchall is managing director of High Fliers Research and editor of The Times Top 100 Graduate Employers

theguardian

Graduates believe accountancy firms will be best employers

Rebecca Smithers
Education editor

As teenagers, school leavers probably head for campus as wide-eyed idealists, but by the time they graduate, it seems most of them are wanting to be accountants. According to a new poll, this year's graduates believe accountancy firms are the employers which offer the best career opportunities.

PricewaterhouseCoopers was ranked in first place in this year's annual UK top 100 graduate employers. And two of the other big four accountancy firms are ranked among the top six best employers: KPMG in fourth position, with rivals Deloitte climbing four places to sixth.

This year's research was based on interviews with 16,113 graduates who left UK universities this summer, revealing their views on which employers they consider to be offering them the best career opportunities.

This year public sector employers

recruiting police and teachers feature strongly, while Google becomes the first dotcom organisation to be ranked as a leading graduate employer.

The civil service comes second again. The BBC has climbed one place to reach the top five for the first time, but the health service — after a meteoric rise to number five last year — has slipped back to seventh place. And the army, at 11th place, has dropped out of the top 10 for the first time since 1998.

There are a total of 12 new entries in this year's top 100, including Penguin, Saatchi & Saatchi, Corus, Data Connection and Google. Two of the biggest falls were suffered by the car manufacturer Ford (now sixth) which has slumped 70 places since 2003, and the Ministry of Defence (now 89/90) down 47 places in two years.

Britain's highest-paying graduate employers — the investment banks — enjoyed mixed fortunes. Deutsche Bank, Citigroup and Merrill Lynch each improved their rankings but both UBS and Morgan Stanley dropped out of the top 40.

Career, 21st April 2005

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FINANCIAL TIMES

RECRUITMENT

Students warned graduate jobs market could be about to peak

By Andrew Taylor,
Employment Correspondent

The big rise in the number of university students means many graduates seeking top jobs this year are likely to be disappointed despite a 10 per cent increase in vacancies, a study says today.

A survey of the 100 biggest graduate employers, published today by High Fliers Research, reveals a large increase in vacancies for the third year running. This year's rise has been fuelled by a further increase in demand for quality staff from the big four accountancy firms and from City investment banks.

But Martin Birchall, managing director of High Fliers, which has been conducting

research into graduate recruitment since 1996, warns that the jobs market for university students could be about to peak.

There was a limit to growth in employment demand from big accountancy firms, he said. The hiring appetite for investment banks was very cyclical while the jobs market in the public sector, a big recruiter of graduates, appeared to have levelled out.

Despite this, the government wants the proportion of young people attending university to approach 50 per cent by the end of the decade to increase the talent pool available to employers.

The 10 biggest graduate recruiters were PwC, Deloitte, the army, KPMG,

Accenture, Ernst & Young, HSBC, Barclays Capital, Bloomberg and JP Morgan. The most targeted universities by the biggest graduate employers were Manchester, Warwick and Cambridge. Ministers argue that the higher salaries available to graduates will enable them to repay loans to cover the cost of tuition fees. These are due to rise to an annual maximum of £3,000 from this autumn. The National Union of Students claims many graduates are being forced to take low-salary jobs to help pay off starting debts.

Mr Birchall argued that starting salaries and career opportunities were still much better for the bulk of graduates even if there were not enough top jobs to go

round for the increased student population.

According to High Fliers, average annual starting salaries offered to this year's crop of final year students have risen by 3 per cent to £24,800. The biggest rewards were being offered by investment banks where average starting salaries of £26,000 a year are being offered. Opening salaries for management consultants were £29,000 and £28,500 for management consultants.

FIRST APPLICANTS 'ARE MORE INTELLIGENT'

Of large companies over 50 per cent of a job, showed a deterioration in the quality of applicants at the recruitment cycle progressed.

James Fryer, from 98 Group, one of the researchers, said: "Graduate recruits must hit the ground running with their recruitment so they can minimise responses from the earliest and best candidates at the start of the season."

More than three quarters of the leading graduate employers were recruiting for jobs in London and south-east England.

By contrast less than half had any vacancies in Scotland, Wales and Northern Ireland, according to High Fliers.

Accountancy represented 26.1 per cent of all graduate vacancies, investment banking 16.6 per cent and the public sector 16.1 per cent. General industry accounted for only 8.3 per cent.

Mr Birchall said: "My best advice for final year students hoping to begin work at the end of their degree is to start job hunting as soon as possible — make the most of the buoyant graduate market while it lasts."

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