

**“Optimizing Cost Per Hire -  
a Partnership Approach.”**

The *first* National Conference on  
Selection by Executive Recruiters Association



On 2<sup>nd</sup> Sept. 2005 at Hotel Viceroy, Hyderabad

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## 'Right' talent can come at an 'optimal' cost

It is a recognised fact that people are the key assets of any organization. In fast-growing segments like IT, BPO, Pharma and Retail, cost-effective fitment determines success. Meeting 'more' candidates does not mean more value addition. Corporates may spend too much time and money assessing wrong candidates. And also commit alpha-errors (rejecting good candidates) or beta-errors (selecting bad candidates). The number of conversions is what counts.

The cost of carrying out the entire recruitment process (including advertisement, response management and all associated costs) is what determines the cost-per-hire. In this Convention, ERA aims to bring out the factors that contribute to **process inefficiencies** and introduce **innovative practices to optimize the cost per hire**. This can be achieved if all stakeholders - Corporates, Recruitment Consultants, Print Media, Job Boards and Government - work on a partnership model and move towards a meaningful and mutually rewarding relationship.

## The Executive Recruiters Association

Recruitment is a specialized profession that helps client organizations identify, evaluate and recruit executives at various levels. The **Executive Recruiters Association (ERA)** is a national body of Recruitment Consulting Firms across the country. ERA's function is to raise the bar of ethics, uphold standards and instill a self-correcting mechanism. ([www.era.org.in](http://www.era.org.in))

## The First National Conference on Selection

**Theme: Optimizing Cost Per Hire - a Partnership Approach.**

Technological innovations, improved training, motivation and assessment techniques, innovative ways to tackle attrition, impact industry. ERA periodically organizes conventions to assist the HR community keep abreast with these changes. This year, we are exploring ways to optimize hiring costs.

This Convention is being held on **2<sup>nd</sup> September 2005 at Hyderabad**. Eminent HR / Business leaders will speak at the Convention. **Around 300 delegates, representing recruitment firms & corporates from all parts of the country, will participate.**

### Who should attend?

The Convention will prove useful to:

- Business Leaders, HR Managers, Staffing Managers, Line Managers.
- Managers of Recruitment and Executive Search firms.
- Representatives of Print and Online Media.

### What's special about this Conference?

- Over 18 HR Heads of leading corporates will participate in structured in-camera workshops to discuss important issues listed under 'Program'. They will share views & experiences in post lunch sessions. Enough scope for Q & A.
- Participants will get to interact with a cross-section of prominent HR personalities / Industry leaders and Recruitment Consultants from across the country.

## Program

▶	9.00 - 9.30 A.M.	:	<b>Registration</b>
▶	9.30 - 10.30 A.M.	:	<b>Inauguration</b>
	Keynote Address	:	Malcom Wagget, COO, HSBC Global Resourcing, South Asia
	Guest of honour	:	Prof. K.C. Reddy, Chairman, AP State Council for Higher Education
▶	11.00 - 12.00 P.M.	:	<b>Global trends in Recruitment Process Outsourcing - Optimizing cost and Enhancing value</b> K.Pandiarajan, MD, Mafoi, Chennai
▶	12.00 - 1.00 P.M.	:	<b>Sustainable Value Creation through Partnership</b> Dr. S. Chandrasekhar, VP, People Relationship Management, CapGemini Consulting, India

### PRESENTATION FROM WORKSHOPS

▶	2.00 - 2.30 P.M.	:	<b>Innovative Hiring Practices</b>
▶	2.30 - 3.00 P.M.	:	<b>Making Hiring Processes Work</b>
▶	3.30 - 4.00 P.M.	:	<b>Building Sustainable Partnership</b>
▶	4.00 - 4.30 P.M.	:	<b>Moving Up the Customers Value Chain</b>
▶	4.30 - 5.00 P.M.	:	<b>Working with Corporates, Consultants and Universities. Initiatives of State Govt.</b> Prof. G. Subba Rao, State Chief Information Officer, Govt. of AP.
▶	5.00 - 5.30 P.M.	:	<b>Valedictory Session</b>



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### For Registration /

### Sponsorship, please contact:

Nagraj at 98490 58067 OR

A.K. Menon at 98490 40820

Email : [bridgersandheaders@vsnl.net](mailto:bridgersandheaders@vsnl.net)

### Delegate Fee:

Rs. 2000/- per delegate.

### Venue

### Hotel Viceroy,

Opp Hussain Sagar Lake, Tank Bund Road,  
Hyderabad - 500080.

Tel: 040 - 27538383.

### T. Sreedhar,

Vice Chairman, ERA

### M.R. Shantaram,

Conference Chairman

### Parvathy Krishnan,

Convenor, ERA, Hyderabad

## HR Specialists at Workshop

- |                             |  |
|-----------------------------|--|
| <b>Aashu Calapa</b>         | - ICICI One Source - Mumbai            |
| <b>Anthony Joseph</b>       | - Convergys IMG - Hyderabad            |
| <b>Arun Rao</b>             | - Intelligroup - Hyderabad             |
| <b>Dr. Rajkumar</b>         | - Alembic - Ahmedabad                  |
| <b>Harish Raichandani</b>   | - Serwizsol (Tata BPO) - Pune          |
| <b>Harish Bhattiprolu</b>   | - Kenexa - Hyderabad                   |
| <b>Hemant Sharma</b>        | - Sun Micro Systems - Bangalore        |
| <b>Naresh Jhangiani</b>     | - Satyam - Hyderabad                   |
| <b>Prabir Jha</b>           | - Dr. Reddy's Laboratories - Hyderabad |
| <b>Prabhakar Pakalapati</b> | - Dell - Bangalore                     |
| <b>Raghuram R</b>           | - Motorola - Bangalore                 |
| <b>Radhakrishnan Nair</b>   | - SunTec - Trivandrum                  |
| <b>Rajgopal Raghavan</b>    | - HSBC Global Resourcing - Hyderabad   |
| <b>Raj Jalwadi</b>          | - Nipuna Services - Hyderabad          |
| <b>Raghav Rao</b>           | - HR in India - Bangalore              |
| <b>Ravishankar P</b>        | - Cybernet Software Systems - Chennai  |
| <b>Sanjay Ratha</b>         | - Greenspace Technologies - Hyderabad  |
| <b>Thomas Simon</b>         | - TCS - Chennai                        |
| <b>T Muralidharan</b>       | - C&K Management - Hyderabad           |
| <b>T V Krishnamurthy</b>    | - Lifestyle - Chennai                  |

[www.era.org.in](http://www.era.org.in)

**ERA** Executive  
Recruiters  
Association