

Telefonica Campus Party Case Study

Graduate Attraction and Engagement

The Opportunity

In September 2013 the first ever UK Campus Party was held in the O2 in London. Campus Party, the self-styled "Glastonbury for Geeks", is an annual week-long, 24 hour-a-day technology festival and LAN Party. Thousands of hackers, developers, gamers and geeks equipped with laptops camp out in tents on-site for the conference and hackathon.

Included in Campus Party was Market Place, a recruitment event supported by the European Commission's Grand Coalition. As a major sponsor of the event, the Telefónica recruitment team saw this as an ideal opportunity to meet with, and engage, talented and motivated young-people.

The Challenge

To support this Telefónica needed a platform that could not only allow easy registration of potential talent but also enable longer term engagement after the event.

The platform needed to be multi-lingual, mobile-enabled and integrated with their three existing applicant tracking systems... and had to be live in three weeks!

The Solution

Telefónica chose Hollaroo's private social-recruiting network to support the event and longer-term graduate recruitment efforts. They were particularly impressed with the ability to enable self-service engagement, both with Telefónica and between members. Also important was the ability to support the strong Telefónica employer brand throughout the candidate experience.

In the three-week delivery phase Hollaroo needed to build and configure a branded social-recruiting network, develop content to support the registration process and integrate with jobs data from SAP, Amris and Avature applicant tracking systems.

The fully-functional network was actually delivered in two weeks.

The Telefónica Talent Network was launched in two phases, Talent Attraction at the Campus Party event followed by Talent Engagement with members in the following months.

Phase One - Talent Attraction

At Campus Party, Telefónica recruiters were equipped with tablets running the mobile-web version of Hollaroo and a tailored-version of the registration process. This allowed Telefónica to register the talent candidates and also capture their interests at the same time.

Telefónica

Register your interest

Email Address

First Name

Last Name

Submit

Desktop view

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Telefónica

Tell us what you are interested in

Talentum

- ☐ Apprenticeships / Aprendizaje
- ☐ Graduates / Graduados
- ☐ Internships / Prácticas
- ☐ Telefonica Digital
- ☐ Wayra

Locations

- ☐ Czech Republic / República Checa
- ☐ Germany / Alemania
- ☐ Ireland / Irlanda
- ☐ Israel
- ☐ Latin America / América Latina
- ☐ Slovakia / Eslovaquia
- ☐ Spain / España
- ☐ United Kingdom / Reino Unido

Registration was available in multiple languages and, as well as the recruiter version, there was a candidate-driven process for those that did not have the time to sign up at the event.

The event was a huge-success. Nearly 1000 people (out of approximately 10,000 attendees) were registered over the five-days and more subsequently signed up after the event. There was great feedback from recruiters and candidates about the ease of use and attractiveness of the process.

Phase Two – Talent Engagement

The long-term sustaining value of the private social recruiting network is now being delivered after Campus Party to promote engagement with Telefónica and also between members. A fully branded homepage is being used to welcome members to the network and guide them to key areas and activities – creating profiles, joining groups, participating in discussions and, ultimately, applying for roles and schemes.



Response has once again been very positive and the Telefónica Talent Network will now be used to support engagement and recruitment of young-people across multiple countries as part of the Telefónica Talentum programme.

The Future

After the incredible success of the Campus Party project, Telefónica quickly launched another social-recruiting network to support Internal Mobility. Planned projects also include an executive network and wider support for employee referrals.

To Find Out More

Following our award-winning work with London 2012, Hollaroo now has one of the world's only proven proactive talent pipelining solutions capable of delivering elite 'ready to hire' talent. <http://www.gartner.com/technology/research/cool-vendors/>

We provide our customers with branded Private Social Recruiting Networks to deliver the right talent, on demand, and ahead of competitors. These social networks create communities and engagement solutions focused on proactive talent pipelining, employee referrals, graduates, school leavers, alumni, executive leaders, internal mobility, freelancers, diversity and much more. Talent pipelines can be built 12 months or longer in advance of job applications using 'higher touch' brand experiences and talent self-service profiles and engagement

To ask for **a free trial**, see a solution demonstration, share further insights from London 2012 and Eversheds, discuss your talent pipelining needs or to find out more about our proactive social recruiting solutions, please contact:

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