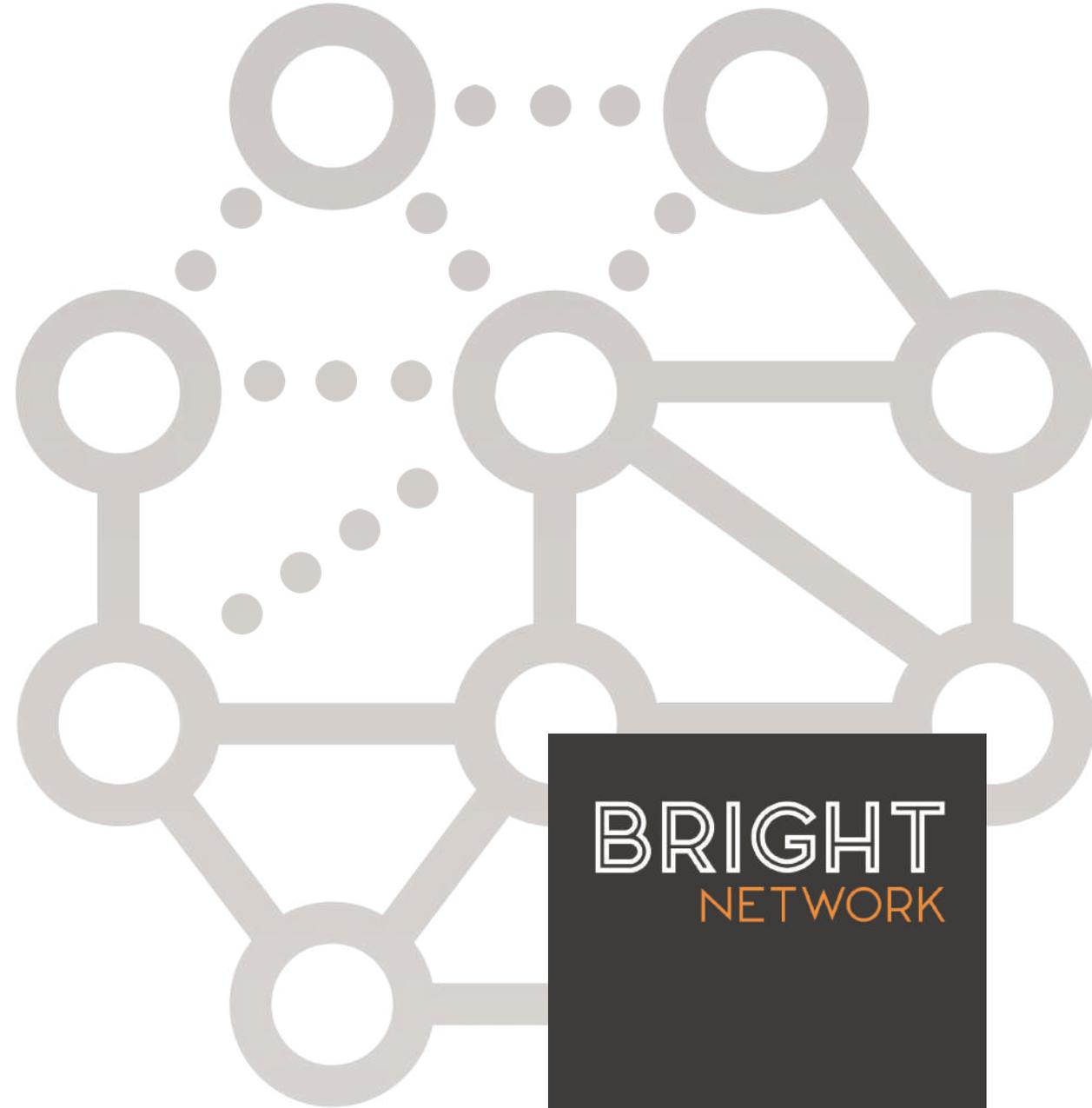


Finding your STEM superheroes

How Bright Network
helped Vodafone attract
hard-to-reach **graduate**
talent



BRIGHT
NETWORK

What we'll talk about today

1

**Vodafone's
recruitment
challenges**

2

**How Bright
Network used
knowledge of
our members to
help**

3

**Recruitment
solutions for the
next generation**

About us



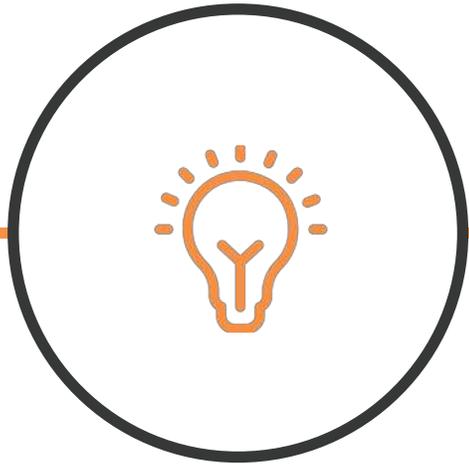
Joshua Maddison Future
Talent and EVP Manager
Vodafone

Anu Manthri
Head of Business
Development
Bright Network



Bright Network's mission

To connect the next generation with the opportunities, insights and advice to succeed as the workforce of tomorrow.



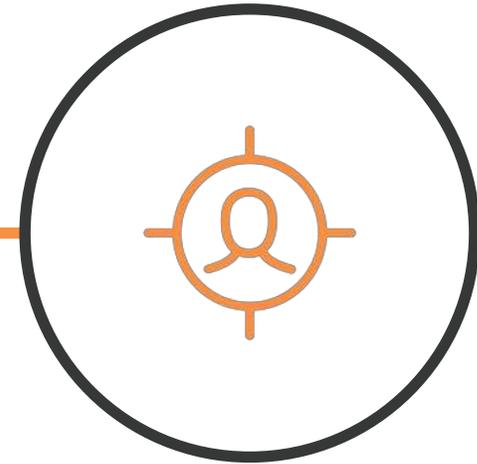
Why

We think ambitious young people from **all backgrounds** should have access to the best job they deserve



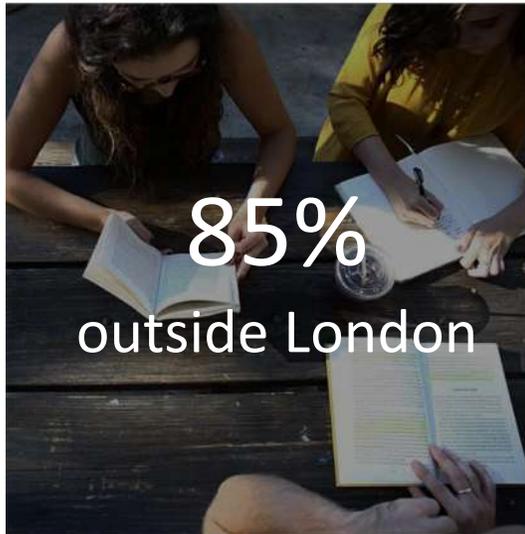
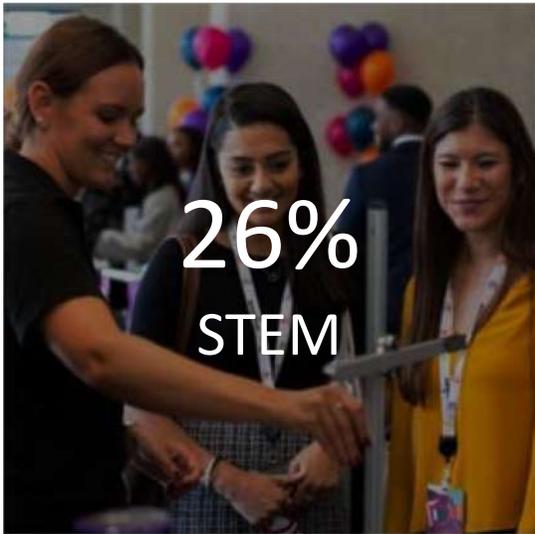
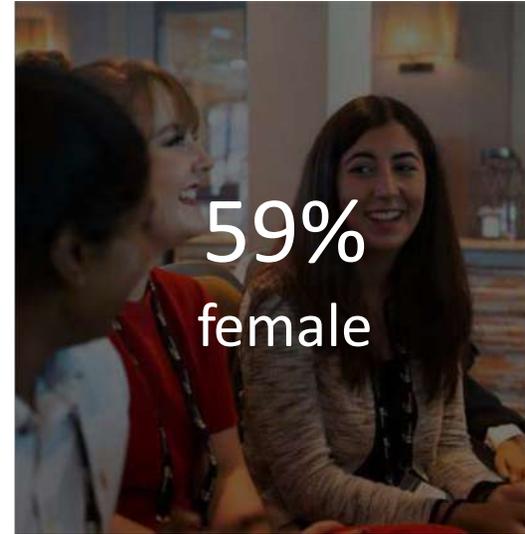
What

We **help businesses** to reach and recruit the best talent and we **support** young people entering their career



How

We use data and insight to give members **free, tailored** advice and access to jobs. And we provide a **finely-targeted** pool of candidates for clients





- One of the world's leading mobile communications providers
- Employs over 13,000 people across the UK
- Prides itself on developing young talent through youth programmes

The challenge:

To raise profile as a leading tech employer among the best graduates, with a focus on attracting ambitious female candidates.

Targets

- Change image away from solely a retail firm
- Build relationships with candidates
- Vodafone recognised as a desirable employer for female graduates



Discover your next
generation **of talent**



From one **generation** to the next



Millennials

Diversity

Tech-savvy

Facebook and Twitter

Share/like

Me-generation

Physical health



Generation Z

Intersectionality

Tech-innate

Instagram and Snapchat

Invent/crowdsource

Collective

Mental health



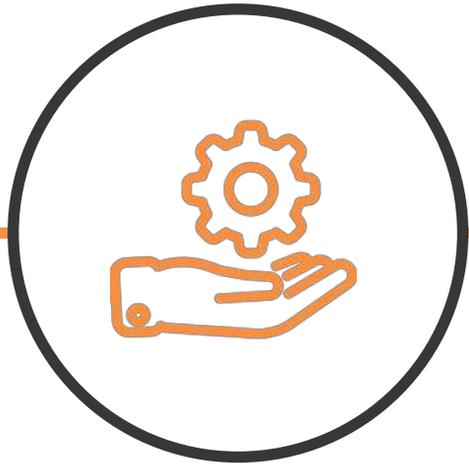


Millennials were taught to be digital. **Generation Z** were born to be

What will graduates need in another 10 years' time?



We stay close to our 190k members



Regular research to find out what our members need

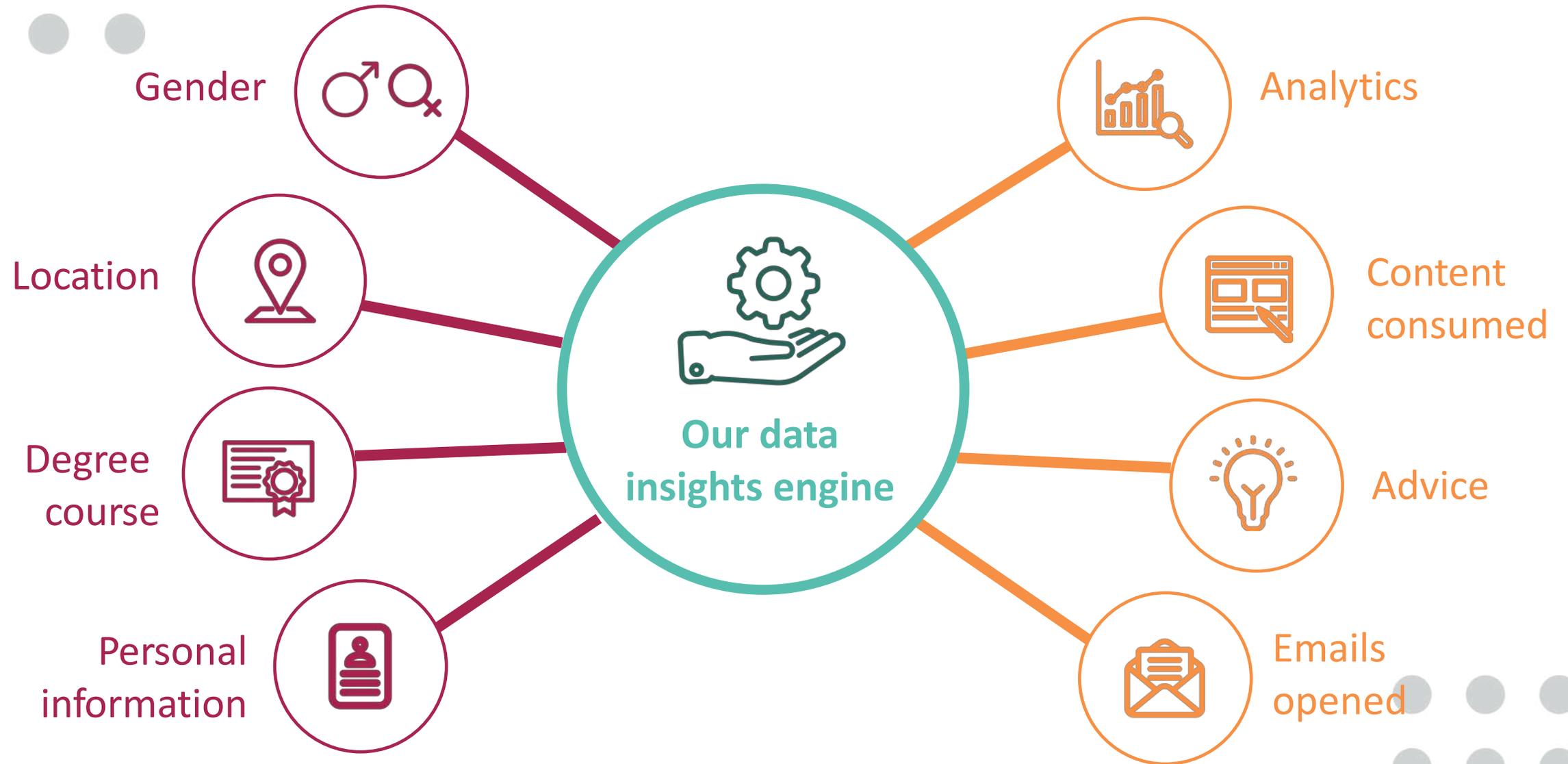


Data and insights using our bespoke technology



Building high-touch relationships with each member

Everything we do is powered by rich data and insights



A photograph of two young women sitting at a desk in an office or classroom setting. The woman on the left has long, wavy brown hair and is wearing a white sleeveless top. The woman on the right has long black hair, wears glasses, and a blue short-sleeved top. They are both looking down at a laptop on the desk. In the foreground, there is a bouquet of yellow flowers. The background is slightly blurred, showing office chairs and shelves. The overall lighting is soft and professional.

Combining rich data, technology and
insight to provide a tailored
experience

A Bright Network member's journey



Student meets Bright Network reps on campus and **signs up, free of charge**



Receives **finely-targeted email** about sector-specific event



Reads further email about a role - **targeted** based on event attendance and online behaviour



Receives call from our **talent team** and has deeper conversation about the role



Applies for and **secures** a graduate role



Sam's journey

“Without Bright Network I would have been lost or still pursuing law. The difference was the personal phone call I received inviting me to an event”

Studied law at university

Rugby club captain and president

Completed internship

Subscribed to updates

Attended Bright Network Festival

Applied for role at Vodafone following an email notification

A woman with dark curly hair, wearing a yellow jacket, is looking towards the camera. She is in a crowded setting, likely a networking event or conference, with other people visible in the background. The image is dimly lit and has a dark overlay.

82% say it's important to meet a
company 's representatives
before applying for a role

Events to empower, educate and enable young people from all backgrounds



“ Bright Network is unique in organising events such as this. It’s an excellent opportunity to promote diversity and inclusion while giving students the chance to meet so many different employers ”

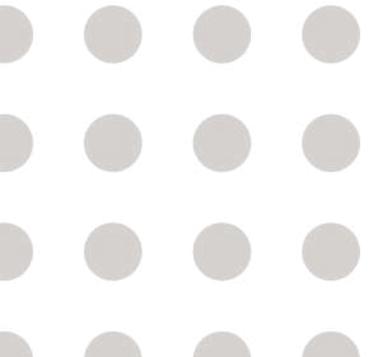




“Bright Network has been instrumental in helping us access the high-calibre graduate talent we need for our business”

The solution:

- Data insights to create finely-targeted, personalised emails to potential candidates
- Created content for Bright Network’s Women’s Mini Network to raise awareness among target audience
- Two bespoke events for a hand-picked group of members, plus sponsorship of two Bright Network events





The results



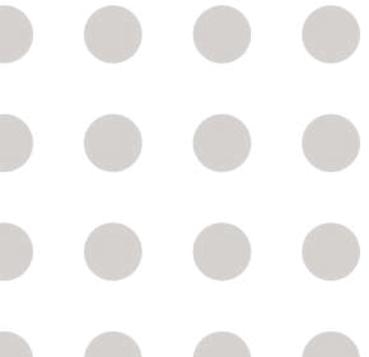
Vodafone recognised as **desirable tech employer** by candidates



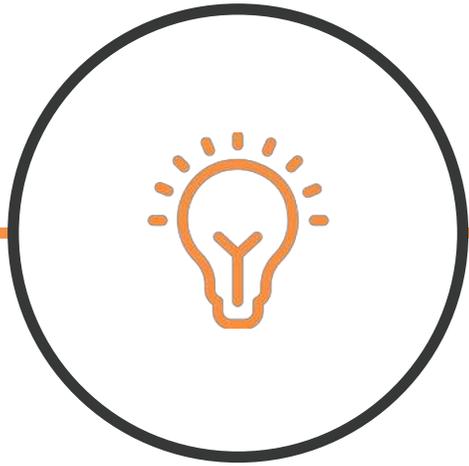
23 traceable hires



£500 cost per hire



Our key takeaways



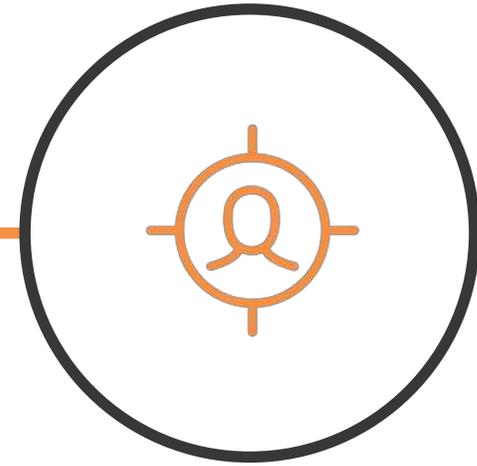
Know your audience

Find out about the candidates you want to attract and stay close to their needs



Digital shouldn't replace face to face

Gen Z cares about genuine, authentic relationships and interactions



Spend time on targeting

If you're looking for a particular group of candidates, work on finely-targeting

Thank you for **your** **time**

Chat with us today

W: employers.brightnetwork.co.uk

 [@brightnetwork](https://twitter.com/brightnetwork)

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