

# The informatology Forum

## *Company Raid*



updated 24/08/09

**Host: Synovate**

**Raid: “ENGAGING, RETAINING AND GETTING THE MOST FROM GEN. Y”  
on Tue 20 Oct 2009 in London**

## What is a Raid?

On a Raid you actually visit another organisation and learn direct from their managers about an innovative and successful (possibly ongoing) project.

Each Raid addresses an issue, giving you unique insight into why the host is doing what they are doing, how they are doing it and what they have learned.

The Raid is a whole-day living case study, and is a most effective development experience because...

### - Warts & All -

You gain real insight through the open sharing of what has not worked, alongside explanations of how the host is being successful.

### - Group Participation -

What sets a Raid alight is the group dialogue, where the gathered managers from different sectors share their rich experience and insightful feedback.

### - Real Experience -

You benefit from the real-world knowledge and hard earned experience of all present, a unique group of individuals facing challenges similar to yours.

## Previous Raiders have said...

"I liked the general discussion around key issues, the explanation of common areas of concern, the honesty about issues and the group size."

Tax Professionalism Team, **HMRC**

"It was useful to hear about another public sector organisation, and an excellent networking opportunity. Have noted some useful ideas!!"

Head of L&D, **Learning and Skills Council**

"It's good to know issues are common to everyone."

T&D Manager, **Lloyd's Register EMEA Oil & Gas**

"I find conversational styles of these types of workshop give the best outcomes and provide the most value. The day was enjoyable and well hosted."

Head of Technical Training,

**Siemens Industrial Turbomachinery**

"It helps to learn from both good and bad experiences of others, and I now know the questions to ask. Very good facilitation."

Team Leader, L&D, **Skipton Building Society**

## About the Host

Synovate is a global market research agency, providing market information and understanding to clients across a wide range of industries. With over 6,000 individuals located in over 60 countries, Synovate has become the fourth largest custom market research agency in the world since its birth only five years ago.

Clients include Coca Cola, Nokia, Ford, Procter & Gamble, Unilever, Shell, InBev and many others.

They provide both qualitative and quantitative solutions to client marketing needs, always seeking to leverage industry and client knowledge, research expertise and local geographic capabilities to provide genuinely actionable insights.



## About the Raid

To talk of a 'war for talent' would be clichéd – however, the way in which we engage with potential entrants to our industry must change to keep pace with a palpable shift in the expectations of young people and their attitudes to work. If the Boomers joined a company for life, and Generation X picked a career for life, Generation Y have no such restrictions – research shows that they expect to have multiple careers during their working life.

To meet those needs, Synovate has invested heavily in its graduate recruitment and training programme in the UK, to provide a 12-month experience which not only brings research-naïve people up to a level where they contribute to the bottom line within a month, but focuses on developing an attachment to the company, and on connecting directly with the requirements of young people to ensure engagement and job satisfaction.

“What do I do with these young people, and how can I keep them happy?”. We are proud of what we have achieved, and receive excellent feedback from the delegates themselves. We will provide a detailed case study on the attitudes towards work amongst this group of people, and share a number of ideas to help raiders tailor their recruitment and training processes to better meet the needs of young people, who are extremely capable – and demanding.

We will also provide the opportunity for raiders to meet some of our own Gen-Yers, and gain their perspective.

# The Agenda for the Raid

**10:30 arrival for an 11:00 start**

## Welcome and Introductions

What has brought you here to this Raid today?

## Generation Y and the Talent Drain

Why young people are so important - a reminder

## Synovate's Gen Y Employee Value Proposition

Core principles underlying our recruitment and retention strategies for new talent

## Synovate's New Researcher programme

Delivering the proposition

## Lunch

## Module 1

Recruiting, Onboarding and Upskilling new researchers effectively

## Module 2

Preparing researchers for responsibility

## Module 3

Continuing engagement beyond the first year

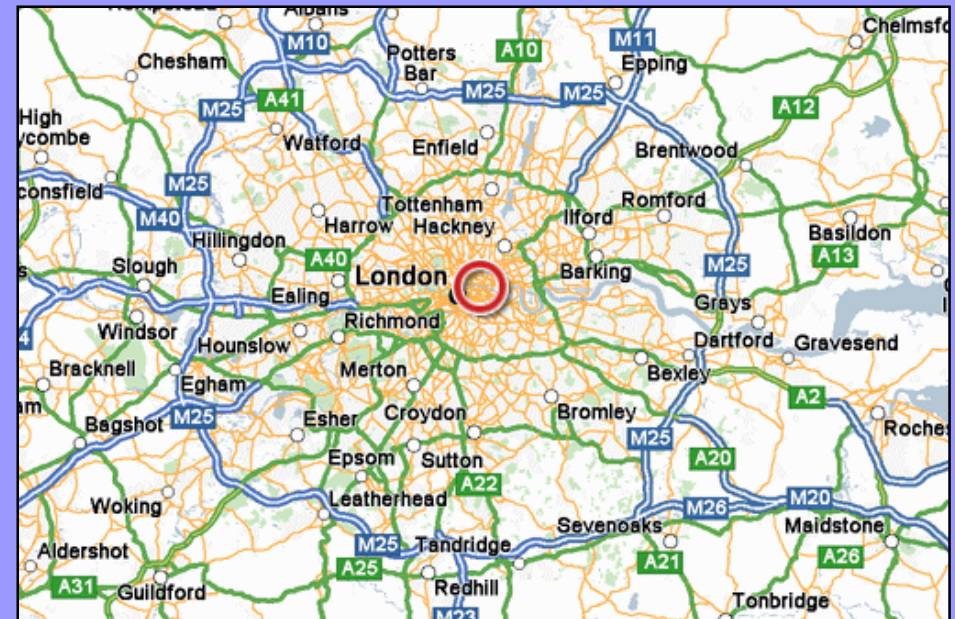
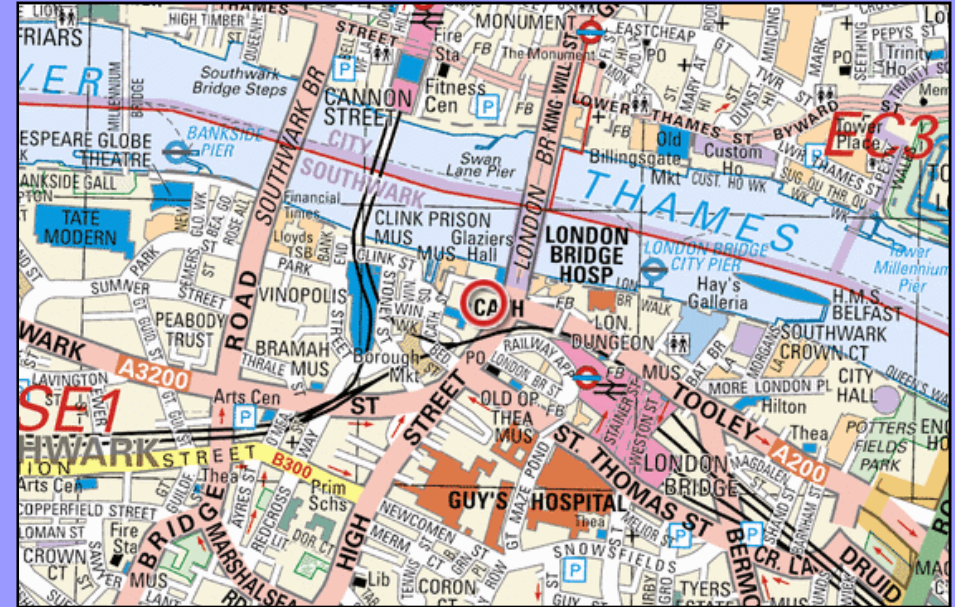
## Summary and Feedback

Outstanding questions and views

**16:00 end**

# The Venue

The Raid takes place at Synovate, Minerva House, 5 Montague Close, London SE1 9AY



## Fees

Please refer to

<http://www.informatology.com/fees.htm>

for the latest information on fees.

You may book now online via

<http://www.informatology.com/bookings.htm>

or by calling the informatology office

at 020 8642 3980

## The Company Raids Program

This Raid is one of a series of exciting, challenging and engaging experiential events arranged by the informatology Forum.

Company Raids offer unique insight gleaned direct from the hard-earned experience of practitioners that have discovered what works well and what does not. Candid “warts and all” living case studies with open interaction between informed peers.

### **Would you like to host a Raid?**

Contact Stephen Citron on 020 8642 3980 or at [stephen.citron@informatology.com](mailto:stephen.citron@informatology.com) to discuss.

All Company Raids are listed at:

[www.informatology.com/Company-Raids.htm](http://www.informatology.com/Company-Raids.htm)

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