



LONDON 2019

# EXECUTIVE RESEARCH WORKSHOP

An immersive experience towards an  
industry credential

**MARCH 13, 2019**  
**10:00 AM - 06:30 PM**

Bringing executive research training to a city near you!  
*Our event allows you to receive step-by-step guidance while  
exchanging best practices with fellow search professionals.*

One day prior to our Executive Research Forum in London, held on 14 March, we will be hosting the first live face-to-face Expert Forum as part of our Certificate in Executive Research (CER) course on 13 March. This is a comprehensive opportunity to develop core skills that will enhance your ability to succeed and become AESC certified in a shortened span of time.

## EXECUTIVE RESEARCH WORKSHOP

*Rachel Roche, Founder & President of Smart Search, will lead the event in building core executive research skills.*



## CERTIFICATE IN EXECUTIVE RESEARCH

*Essential credential in the field or executive research*

From name generation to pitching to qualifying candidates, the course covers the fundamentals of executive research. Completion of the course yields an industry-recognized credential. The program is divided into three parts:

1. Foundation Course,
2. Expert Series,
3. Examination.

## FOUNDATION COURSE

The Foundation Course provides a comprehensive understanding of the profession.

Topics will cover the history of executive search, a constructed kit of tools and strategies, and due diligence and legislative issues pertinent to the role.

\*The Foundation Course must be completed before attending the Workshop.



## EXPERT TRAINING

Industry expert, Rachel Roche, who has 30+ years of experience in retained search, will deliver a unique experience with live guided direction and direct face-to-face feedback as researchers partake in role-play scenarios addressing challenges that they face on a daily basis.

Learn in a collaborative environment while obtaining key insights and exchanging best practices with fellow peers.

## EXAMINATION

A case study which involves making three role-play phone calls on the topics of sourcing, pitching, and qualifying.



# SCHEDULE

LONDON 2019

**10:00 AM - 10:30 AM**

REGISTRATION

**10:30 AM - 12:00 PM**

GETTING PAST THE  
GATEKEEPER AND PITCHING  
YOUR SEARCH EFFECTIVELY

**12:00 PM - 01:00 PM**

LUNCH

**01:00 PM - 02:30 PM**

REFERRAL SOURCING

**02:30 PM - 03:00 PM**

NETWORKING BREAK

**03:00 PM - 04:30 PM**

QUALIFYING CANDIDATES  
OVER THE PHONE AND  
TALKING ABOUT  
COMPENSATION

**04:30 PM - 04:45 PM**

NETWORKING BREAK

**04:45 PM - 06:15 PM**

OVERCOMING CANDIDATE  
OBJECTIONS AND MANAGING  
CANDIDATE INTEREST

**06:15 PM - 06:30 PM**

CLOSING REMARKS & NEXT  
STEPS

Visit Executive Research Forum in London event page for more information about the event.

For inquiries, please contact Clare Mahon at [cmahon@aesc.org](mailto:cmahon@aesc.org).

## TESTIMONIAL NO.2

"It was a well presented, practical forum designed in such a way that allowed new ideas to be disseminated easily and clearly. The forum also provided an excellent gauge as to what we were doing right as a firm and what we could improve on." - Business Manager, The Insight Group, Australia

## TESTIMONIAL NO.1

"Wonderfully thoughtful, clear, and encouraging presentation." - Research Associate, Janet Wright & Associates, Canada

## TESTIMONIAL NO.3

"The course provided an excellent opportunity to learn from industry experts, gain practical insights, and exchange knowledge with an exceptional cohort of fellow researchers around the world." -Senior Research Associate, Stanton Chase

## TESTIMONIAL NO.4

"Great opportunity to learn from experts about their personal best-practice experiences and sharing them with participants from all over the world with various different cultural backgrounds. The excellent structured program provides also extensive insights about the differences in cross-country approaches." - Researcher, Steinbach & Partner, Germany

## TESTIMONIAL NO.5

"An excellent and most worthwhile tool for Research at all levels...Rachel Roche gave insight into all the problem areas that we confront almost on a daily basis...the solutions are never easy to define and Rachel's understanding embraces them all clearly...instructively, an excellent and beneficial forum. Thank you for the opportunity." - Associate, Maes & Lunau, Netherlands

## TESTIMONIAL NO.6

"I thoroughly enjoyed the course, and would absolutely recommend it to anyone looking to develop their research/recruiting skills." - Research Associate, Epsen Fuller, United States