

E-NEWS

With the latest insights from the Leadership Council and news from our network - Meeting January 22

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PARTNERSHIP DEVELOPMENT your help is greatly appreciated

Dear IESF partners,

We are still trying hard to extend our International Executive Search network. At this moment we are in contact with potential partners in the UK, Serbia, Pakistan, Australia, Austria and Guatemala.

We rely on our existing partners in these searches as well. Therefore it will sometimes happen that our Executive Assistant will contact you with a request for help in a search or provide us with leads in a certain area or country.

The main criteria we use are:

- Are they part of an established well known local boutique executive search company and looking for new international possibilities?
- Do their services cover several industries?
- And are they not already linked to another international network?

Thanks in advance for your time and efforts.

Finances

IESF is currently in line with the budget as presented at the AGM in Barcelona 2021. We have invoiced the contributions for 2022. There are a few partners who will receive a reminder of this invoice by the end of this month.

This year IESF celebrates it's 20th anniversary. We want to celebrate this both in Marketing and for our partners. If you have any ideas, please share them with us.

Regional Meeting Copenhagen - 6 - 8 April 2022

We are very enthusiastic to share with you that we already received 23 registrations to our Regional Meeting in Copenhagen, representing 15 countries. Some non-European countries will participate. The program will be shared with the participants shortly. Our Danish partner Ingvar Jensen is working really hard to make it a very interesting and valuable event. If you still want to join, please contact:

kirsten@vandegroep.nl. Please note that the welcoming drinks on Wednesday April 6th are optional. The official program starts April 7th at 10 AM.

AGM 2022 - potentially in Latin America

Covid is still restraining our business and way of life in many ways. The chance that all of our IESF partners are able to travel to Shanghai for an AGM in 2022 is small. The restrictions in China are still high according to our discussion with Daniel. That's why we are searching for an alternative location for the AGM this year. And we will probably reschedule the AGM in Shanghai to 2023. Potential other locations for the AGM this year are in Latin America. We are aiming to schedule it in the 2nd or 3rd week of September of this year. You will receive more information and the invitation in March/April.

If there is anything you want to address in an IESF Leadership Council meeting, please don't hesitate to contact your International Executive Assistant, Kirsten van de Groep at kirsten@vandegroep.nl.
Or contact one of the Leadership Council members.



Marketing

According to the presentation of the Marketing plans in Barcelona we started with actively sponsoring Linked In company updates. We focus on 2 target audiences: One is targeting general management of interesting companies in the industries we as IESF work for worldwide. And the other target audience consists of HR managers of these companies. The campaign results are looking good. The yearly budget for this is 2000 euro. We use around 200 euros per month (skipping July and August), with the goal for more website visits and company followers. For all our IESF partners it's good to know that we actively do marketing in the countries we are represented in: IESF works on its visibility in your country.

The IESF website is renewed as well. We expect to be live at the end of January. We will send you more information and a user manual for the Intranet soon. Last but not least, we created a Marketing Calendar 2022 to share the responsibility for content with all the IESF partners.



IESF Cross Border forecast

In the second half of 2021 we see that the number of cross border assignments is going up again. For 2022 we really expect record breaking numbers. The IESF brand is also really improving. If we look at some numbers: In 2018 we as IESF did almost 30 cross border assignments (pre-Covid). In 2019 and 2020 we as IESF managed to do less than 50% of that amount, because of cancellations in the second half of 2019 already. More than 50% of our international business vanished due to covid (the assignments were there, but got cancelled due to travel restrictions). In the second half of 2021 (August and up) we are actively working on (or even completed) 10 assignments so far, which grew further in January 2022 to 12. So in this half year up to now, we are already at the same level of the years 2019 and 2020. It's still not at the old level of 2018, but we do expect it to be at that level soon. When we look at our pipeline the market is improving again.

Advisory Board

The IESF President talked to the Advisory Board about the way of working together with the Leadership Council. They agreed that the Advisory Board will receive the minutes of each Leadership Council and will provide the President with unsolicited and solicited advice. This way we keep the knowledge from previous Presidents and a knowledgeable longstanding member within the network.

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IESF elected new member for the Leadership Council

Claudia Montedónico from IESF Chile will represent the South of the Americas



Executive Search & recruitment trends in 2022

7 Trends & Business insights from our IESF partners worldwide



Objectives and value addition for IESF starting 2022 going forward



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