

WELCOME TO ROYALL



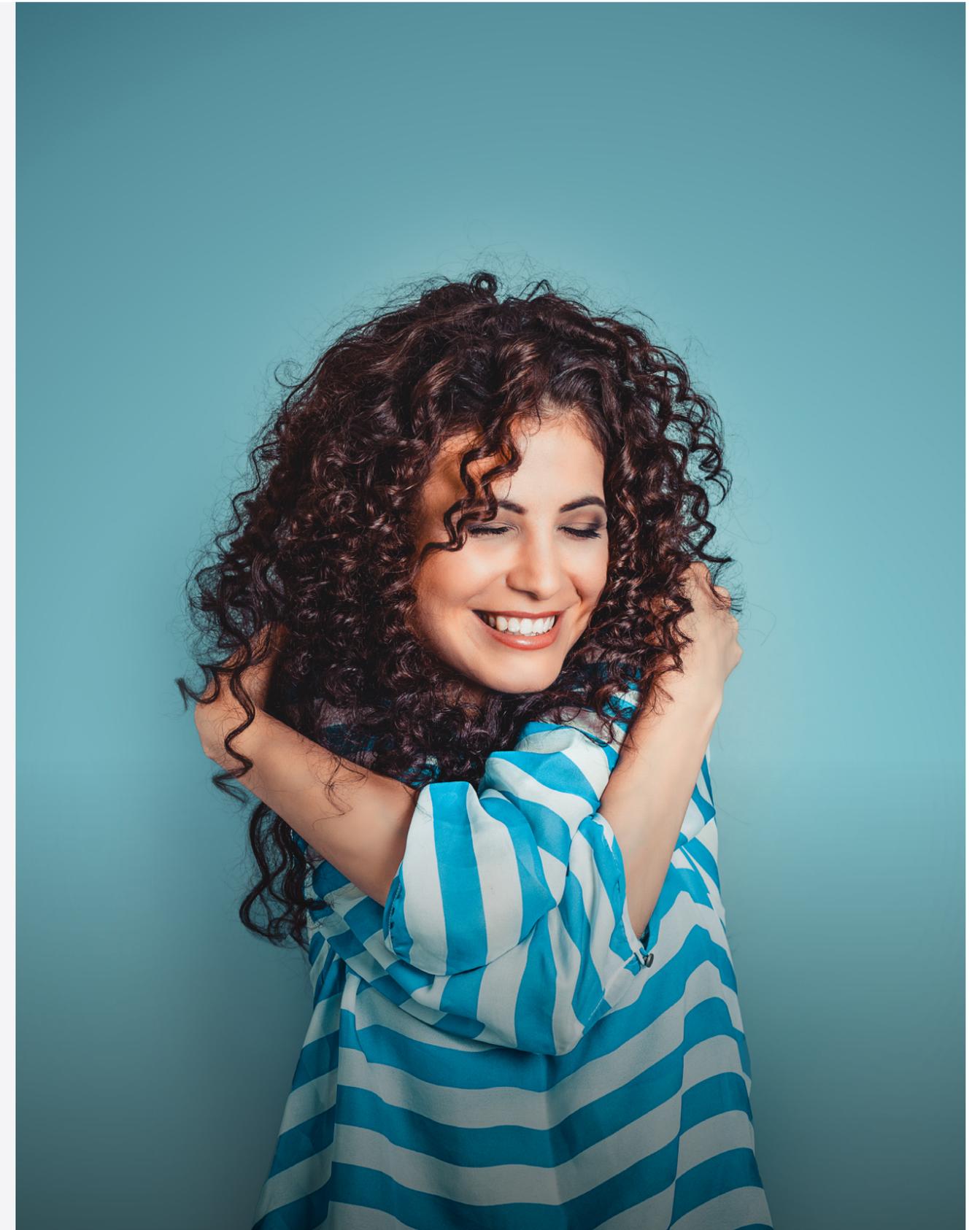
# HUMAN FIT™

## "DO IT ON PURPOSE" SERVICES

Companies are no longer the only ones that need to develop their brand.

A strong and authentic personal brand helps the very best talent market themselves throughout their career, and engage better with our clients.

Our tailored coaching and inspiration practice is designed to develop bespoke 'personal brands' – for talent, employees, managers and leaders to define who they are, determine how they are perceived, set goals, target their employer of choice, create a brand profile and network. To enable them to perform better.



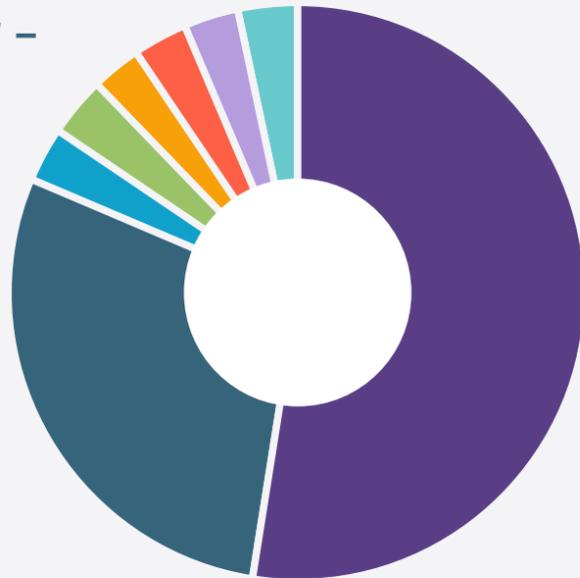
# UK EVENTS INDUSTRY

## What's the UK events industry worth to the UK?

The events sector is worth £42.3 billion to the UK economy in terms of direct spend by event delegates, attendees, and organisers, an 8% rise on the previous report. A substantially higher figure is achieved once the wider economic impacts (indirect and induced spend plus accompanying persons') are taken into consideration.

## The Value of Britain's Events Sector – direct spend by segment

- Conferences and meetings – £19.9 billion
- Exhibitions and trade fairs – £11.0 billion
- Incentive travel and performance improvement – £1.2 billion
- Corporate hospitality and corporate events – £1.2 billion
- Outdoor events – £1.1 billion
- Festivals and cultural events – £1.1 billion
- Music events – £1.3 billion
- Sporting events – £2.3 billion



### How many people work in the UK events industry?

There are over 25,000 businesses in the sector including event organisers, venues, destination marketing organisations (DMOs), destination management companies (DMCs), exhibition contractors, event production companies, and a whole plethora of suppliers: transport operators, telecommunications and IT companies, interpreters and translators, speciality caterers, event insurance specialists, and many others.

The best estimates are that the sector sustains 570,000 full-time equivalent (FTE) jobs, mostly in small and medium-sized enterprises (SMEs). The top 10 leading event agencies in the UK have a turnover of more than £3.5 billion, much of which is generated outside the UK.

### How many business events are held in the UK each year?

There are over 1.3 million business events held in the UK annually. Just under £40 billion was spent by those attending these events, and the segment generates more than £20.6 billion in gross value added (GVA) and £58.4 billion in gross domestic product (GDP). The direct spending associated with UK meeting organisers is £24.7 billion. Of this spend, £6.4 billion is funded by registration fees paid by delegates and attendees.

## Events by Segment

### Outdoor events



More than 7,000 major outdoor events are held each year. Outdoor events cover a breadth of activity from major festivals, agricultural shows, sporting and charity events through to small village and craft events. Following the Olympics in 2012, the UK has established itself as a world leader in outdoor events, with many UK companies exporting their expertise. The sector has witnessed huge growth; between 2005 and 2009 there was an average annual increase of more than 1.64 million adults attending outdoor events in the UK.

### Charity events



Since 2007, the number of fundraising events has increased by 700% and participant numbers have doubled. Event fundraising grew by 8% in 2012 (based on the number of JustGiving fundraising pages created). Running events remain the most popular kind of event, accounting for 77% of all event fundraising pages, however, trekking is the activity which raises the most funds – an average of £885 per event. Fundraising via triathlons grew by 21% between 2011 and 2013, raising an average of £740 per event. Cycling fundraising events have grown the most, up by 30% since 2011, raising an average of £610 per event.

A recent report showed a majority of organisations (84%) have seen income from events rising or staying the same. The biggest proportion saw income rising (56%) with 12% saying that income has risen significantly.

More great news for fundraising events, the report also revealed that 83% of fundraising event participants would consider taking part in another event for the same charity, while 92% would consider supporting the same charity again but in other ways.

### Exhibitions and trade fairs



Exhibitions play a vital role in the UK economy in generating exports. Many exhibitions held in the UK have established themselves as a strong base for international trade. UK exhibitions attract over 13 million visitors each year, generating £11.0 billion in spend. In 2010 over 265,000 exhibitors participated in events, 20% from outside the UK. In 2010 exhibitors spent £2.7 billion on goods and services to demonstrate at events.

The sector was worth an estimated £19.2 billion in venue and destination direct spend in 2015.

### Music festivals and concerts



More than 10.4 million music tourists spend £2.3 billion in 2015. Around 41% of live music audiences are music tourists. Overseas music tourists spend on average £657 each while in the UK. It is estimated that around 24,251 full-time jobs are sustained by music tourism.

British music events were attended by a staggering 27.7 million people in 2015. With 15% of UK festival-goers spending over £250 while at the event.

# ROYALL: HUMAN ENGAGEMENT

## SPECIALISTS

Royall provides a bespoke, high-end permanent and contract talent, executive search & selection / headhunting delivery service, which has been established since 2009.

The Team have developed widespread industry knowledge, from partnering the best talent with an international client portfolio in the events and communication's sector.

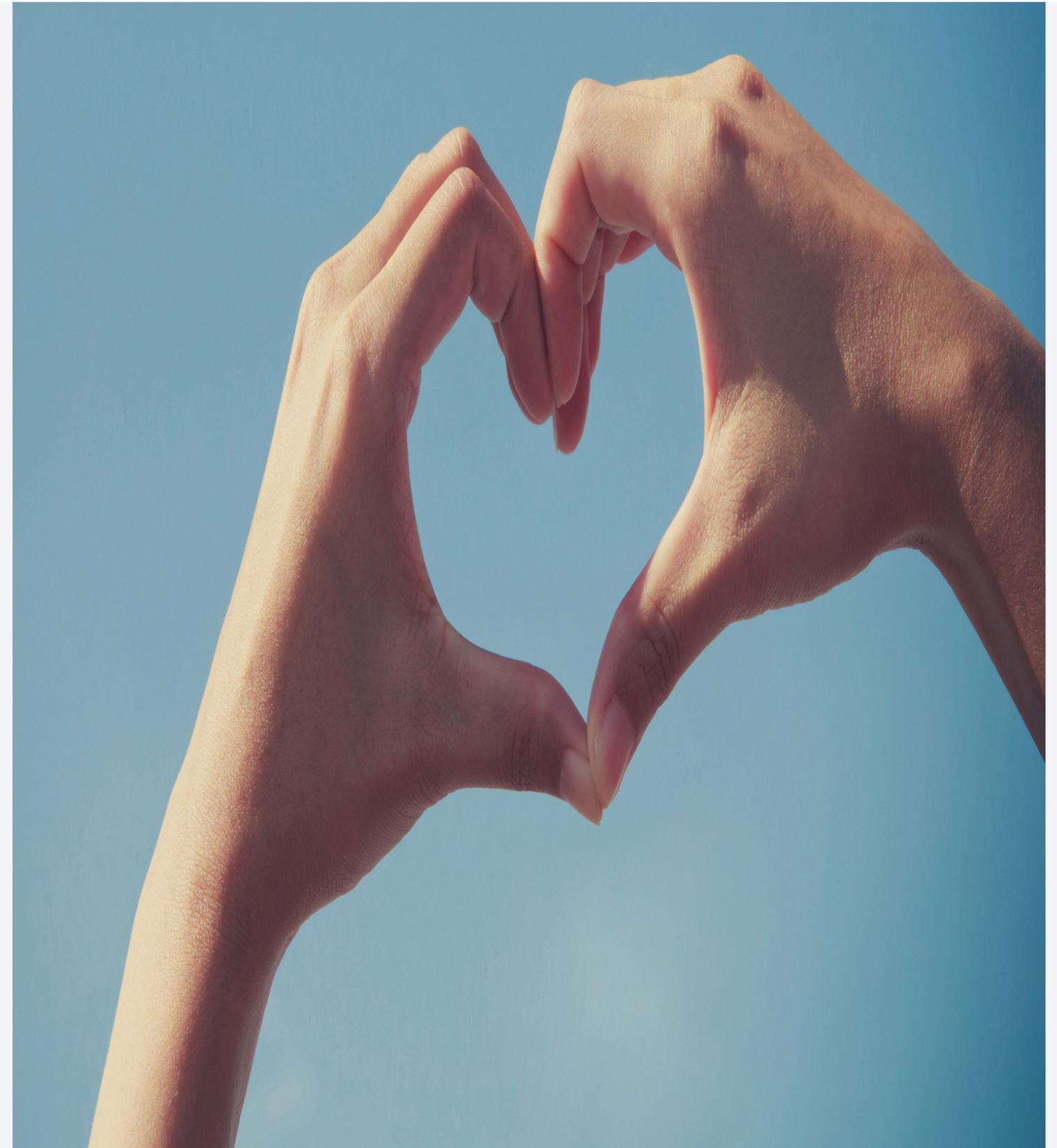
This service offers tactical and strategic added value, with a robust set of values and ethical behaviours; most importantly, we place integrity, at the heart of all we do.

### **Human Fit™ for Purpose**

Royall have developed a range of Human Fit™ for Purpose services

– more positive and sophisticated approaches to attract, develop and retain quality talent.

Our strength and unique approach to developing purpose, is founded on changing people's lives which improves leadership and business, by leading the way with strategic thinking alongside creativity, passion, intuition, empathy, and legacy.



# RECRUITMENT FIT FOR THE 21ST CENTURY

“Recruitment is evolving...”



C&IT's State of the Industry Report 2016

- Competition for the best talent
- Ensuring your business matches the aspirations of employees
- Traditional CV's ignore the fit between candidate and employer

Recruitment is shifting from an employers market to an employees market resulting in more competition for the best talent, making it hard for employers to find the right people.

Hiring managers, meanwhile, are still expected to handle reams of CVs which have not been developed or designed to channel effective conversations. Subsequently, rounds of interviews are often held with the wrong people or who have the wrong cultural fit.

And, as we all know, mistakes are expensive. Indeed, managing underperformers costs UK companies £24bn every year. Now is the time for clients to develop successful recruitment and enhanced employer brand and employee value proposition strategies so that they keep skills and investment within their company rather than losing them to a competitor.

# INTRODUCING ROYALL



Human Fit for Purpose is not a list of experience, skills or even education that you have gathered in your life... It's a way of matching minds, behavior and energy.

**Jenny Royall, Founder**



Royall is at the forefront of the recruitment, events and communications sector, however, Royall is much more than a recruitment company.

Human Engagement is what we do...

Royall put engagement and relationships first! We are the only Search and Selection consultancy specialising in human engagement with enhanced value propositions. We value our talent and our clients equally – just as we value the Royall team.

We create strong relationships with global events and communications agencies, corporate clients as well as luxury brands, to deliver outstanding work and tangible results. The team takes the time necessary to demonstrate connections, the most effective cause for successful human engagement.

Royall enables fast-paced, complex businesses to prosper in this way by mobilising existing teams behind their goals and values, as well as introducing new talent to adopt the same.

Human Fit™ for Purpose is what we believe in...



# WHAT IS YOUR PURPOSE?

At its core, your leadership purpose springs from your identity, the essence of who you are and what makes you and the business you are in, distinctive.

Whether you're an entrepreneur at a start-up or a software developer, your purpose is your brand – what you're driven to achieve and the magic that makes you tick.

It's not 'what you do' but how you do your job and why: Your aspirations and goals (both professional and personal) and the strengths and passions you bring to the table, no matter where you're seated.

In short, you may express your purpose in different ways in different contexts, but it's what everyone close to you recognises as uniquely you and would miss most if you were gone.

# WHAT IS ROYALL PURPOSE?

"Lift Human Spirit"

To inspire; and improve confidence, choice, connectivity and engagement with our community

“  
Most of us go  
to our graves  
with our music  
still inside us,  
unplayed.”

Oliver Wendell Holmes

# DEVELOPING PURPOSE: BRAND YOU

Hominum Vitae (HV)

- A proactive personal brand development service empowering confidence in the marketplace
- Designed to orientate, focus, energize, map, and evaluate a strategic search
- Resulting in a clear formulaic strategic proactive plan with a two-pronged approach to deliver:
  - A purpose driven unique profile,
  - Meaningful introductions to a short-list of Royall's network of Employers of Choice and from your own network

You can't hide in your office behind your computer and expect to develop a personal brand, whether you are a leader looking to attract, engage and acquire the best, or, whether you are talent looking to join the best, you have to differentiate yourself to really stand out and shine?.

A Curriculum Vitae (CV) may list your relative experience and tick a box, but it doesn't show off your best bits - a 360° view of your life experience, personality and potential and it doesn't get you to the top of the candidate list.

Equally, as an Employer, when you review your candidate list, how do you tell from a CV who will be an integral fit, aligned to your organisations' values and propositions; the empathetic leader you are looking for to ensure buy-in across your team, as you embrace cultural change, explore new avenues, and build on continued success.

Royall help talented individuals and Leaders stand out, through the creation of an authentic personal brand, creating a tangible Hominum Vitae (HV).

This does require guided thought, deliberation, commitment, collaboration, and creative thinking. It is an investment in YOU and your development, to help you realise your potential, as an individual and as a business leader; after which you are able to clearly articulate your passion, purpose and promise to elevate yourself, which has a positive trickle-down effect, in all areas of your life.

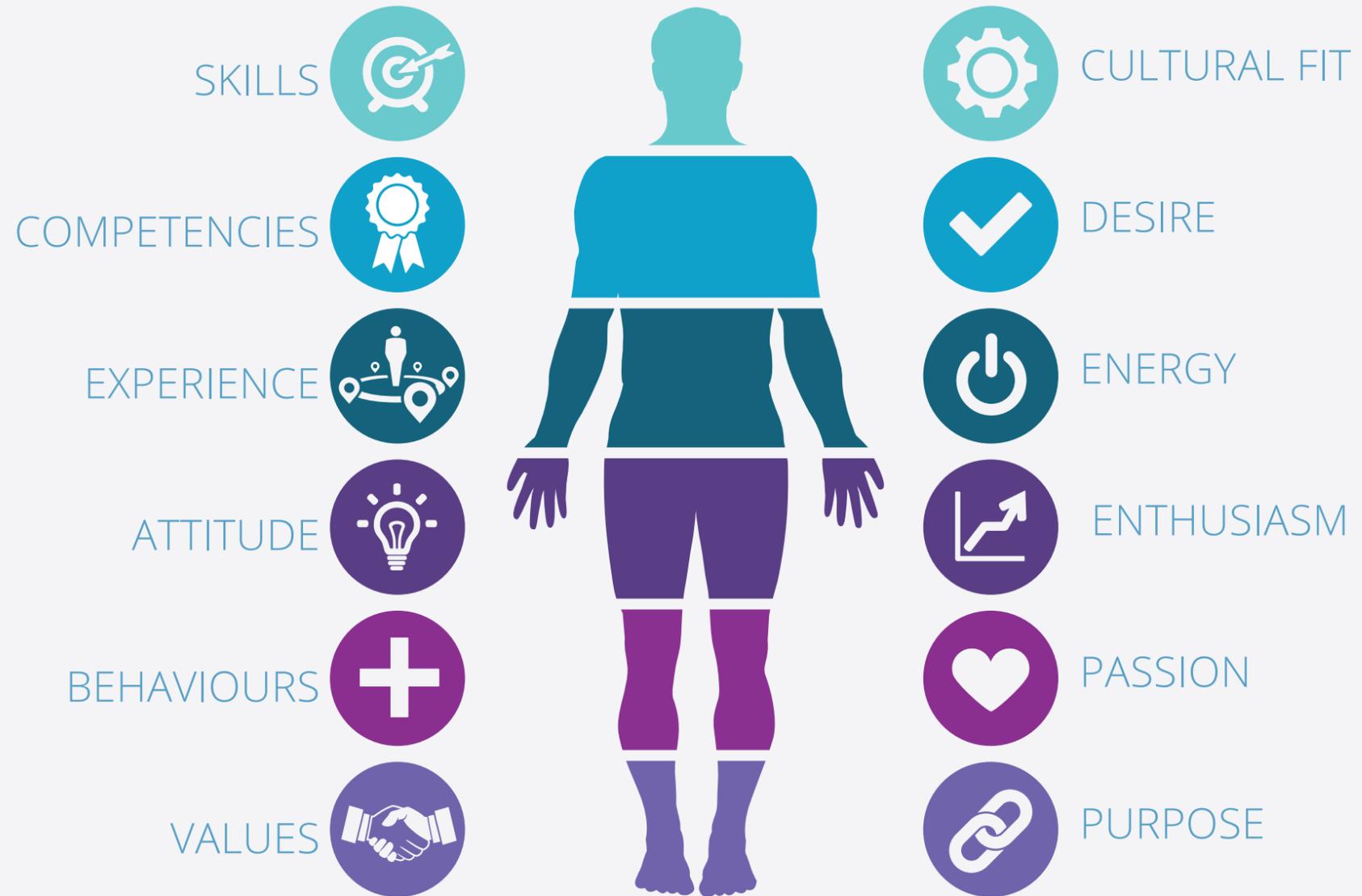
# OUR MISSION -THE HUMAN FIT™

We promote Human Fit to continually raise the profile of our clients, talent and the industry we serve.



CV

HV



# EXECUTIVE PURPOSE-DRIVEN LEADERSHIP

## Executive Purpose-Driven Leadership

### Brand You - Hominum Bio

- Leadership Consultancy to articulate your Passion, Purpose, and Promise
- Define who you are, in a truly authentic way
- Create and share content, map networks
- Which delivers a Leader You Bio and a social media activity plan with shareable content

We understand that your people are your brand, your real assets and not simply products and services – it is humans fit for purpose, who will work with you to create a movement, a powerhouse of success.

## Organisation Purpose-Driven Leadership

### Employer Brand

- Talent touch points to deliver better attraction, engagement, and acquisition
- Employee Value Proposition development to strengthen your employer brand and culture
- Guided Group Leadership programme to enhance purpose-driven leadership, self-actualisation, and legacy

Great cultures live and breathe through their people's ideas, beliefs, and services they deliver. Creating a distinctive, truly valuable Employer Brand changes behaviours, inspires action and sells a specific proposition to a wider talent population...Telling your story and keeping it real, helps your people to paint a bright picture, whilst you become an employer of choice.

# ROYALL PEOPLE

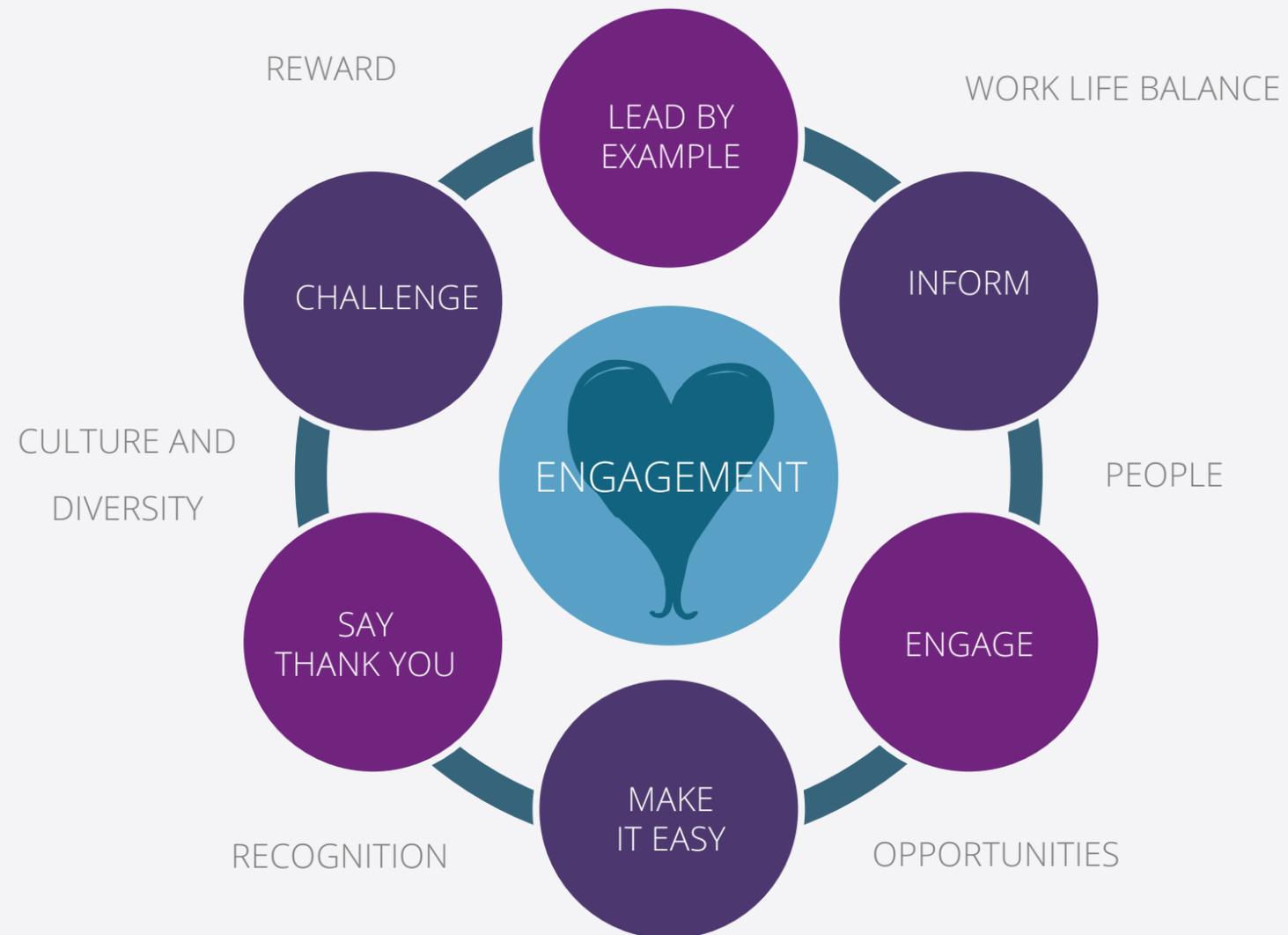
## Enhanced Engagement



Who cares wins.”

We put relationships and engagement first!

Our strength and unique approach is founded on changing people's lives and improves businesses by leading the way with strategic thinking alongside creativity, passion, intuition, integrity, and pedigree.



HUMAN FIT™  
IS WHAT WE BELIEVE IN  
  
HUMAN ENGAGEMENT  
IS WHAT WE DO



# EVENT MANAGEMENT APPRENTICESHIPS

We are especially supportive of talented and experienced individuals, who are committed to studying for their event management qualifications. Many people returning to work, lack the relevant qualifications to back up their passion and experience. They are committed but find it less than easy to compete in the marketplace.

Many organisations are now seeking to take advantage of the governments Apprenticeship Levy on businesses with a turnover of more than £5M+, and benefit from dedicated, passionate talented humans. If you invest in an Events Management apprentice, you will retain a dedicated employee, passionate about the industry and with the potential to be a future leader.



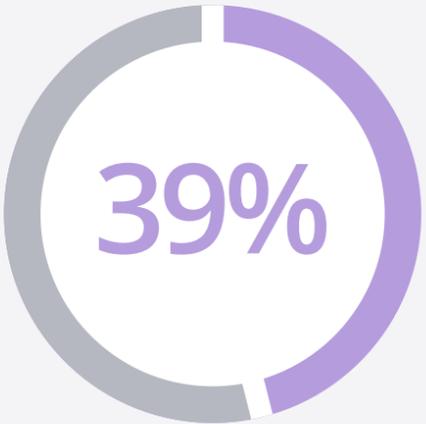
# FACTS & FIGURES



Of the C&IT Top 20 UK agencies ranked by event based turnover in 2014, Royall is proud to actively work with over 50% on a regular, repeat basis



Of our **core** client base of premier brand agencies, we have worked with 68% for 5 years or more



Royall's pride themselves on a 39% vacancy conversion rate to successful hire, well above recruitment industry standard



Of the candidates successfully introduced to clients on a permanent basis 89% are still engaged after 1 year's employment, often seeing a promotion in this time. Royall has crafted an impressive 3/2/1 model. 3 talent submissions, 2 final interviews, 1 successful appointment



Royall boast a 39% vacancy conversion rate to successful hire, well above recruitment industry standard

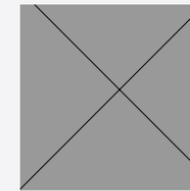


Royall has crafted an impressive '3/2/1' model. 3 talent submissions, 2 final interviews, 1 successful appointment

# PARTNERING WITH

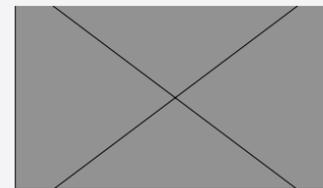
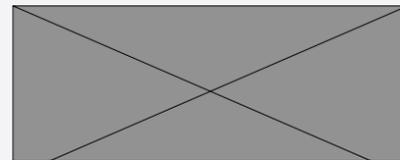


**TOP BANANA.**



**TBA.**

**DSA<sup>®</sup>**



**OXYGEN**



**apiergroup**

**drp**group  
anything's possible

**ENGAGE<sup>™</sup>**  
WORKS



  
**royall**  
ATTRACT. ENGAGE. DEVELOP

# CLIENT TESTIMONIALS



Lesson number 1 in recruiting is: hire the brightest, smartest people you can afford; lesson number 2: make sure their brand values and behaviours are aligned to your company brand and attributes; lesson number 3: stretch, develop and trust your people putting in place clear objectives and incentives to empower them to achieve these mutually defined goals. Royall is demanding we live up to these principles by putting in place a recruitment process and employer brand strategy that attracts, engages and retains the best candidates with the right fit for your organisation.

Can you afford not to talk to them? ”



We are very pleased with recruitment partner Royall. It has proved to be successful in providing strong candidate in a short time frame from a challenging brief. Royall are always positive, friendly and extremely helpful in providing an excellent service. We will continue to work with Royall as they have always gone that extra mile for us. ”



After relaying my client’s brief to a select few recruitment agencies, it was abundantly clear from the outset how Royall differentiates from their competition. I believe personal and sector reflection, have evidently enabled Royall to place her their own stamp in the market – “Royall”. Having worked with many agencies, in a variety of guises, Royall certainly does not fall foul of many of the traditional frustrations, making this not only a successful but memorable campaign and more importantly enjoyable along the way! Clearly an expert in her field, echoed throughout her blog (which is well worth a read!). Royall actively embraces client ambiguity, is flexible and overall to her credit delivers excellent expectation management. Moreover, her interpretation of the brief and research of my client enabled her to pro-actively deliver quality candidates, with a focus on longevity and not simply the associated benefits for Royall Appointments! Royall Appointments are a dream to work with, during this process we have built up a great working relationship, which is something I sincerely hope that we are able to capitalise on. After this really successful campaign, I am currently missing our daily catch ups! ”



As a company that is growing fast and still new in the European marketplace, finding a partner with industry knowledge, a proactive approach and dedication to finding the right candidates to support us was vital. Royall took the time to fully understand our company, our culture and to listen to our plans for the future. Royall has now successfully brought us some of the key building blocks of our organisation. Royall is a true partner, not just a recruitment company. ”



# TALENT TESTIMONIAL - BRAND-YOU



Getting in touch with Jenny at Royall has been a real breath of fresh of air! Royall's service has been exemplary in comparison to all the traditional recruitment agencies. Royall commit to taking that hugely important extra step. The human step!

Royall have taken the time to meet with me and discuss my key attributes, my skills, my experience, it has been great to have the opportunity to verbalise what I feel I can offer a business and have that all important face to face meeting and interaction.

It really is an inspirational journey working with the Royall team. Having the opportunity to engage, share thoughts, have feedback, be given guidance and support has made it a truly encouraging process and experience.

I believe having dedicated, hands-on communications during the recruitment process is so important. I also believe your career should not be left to computerised matching database systems! There has to be loopholes, businesses must be losing out on talent as the systems can't relate to the individual, it can't witness their enthusiasm, personality and hear their passion!

We are in a world of forever stripping back and losing the personal touch. The Banks have removed most of their traditional counter top services, you are greeted by walled machines. The phone lines are all automated, "Press 1 for...". Recruitment has typically turned to: "Email through your details and we'll be in touch when we have a match"...

Self-service is more and more popular and computers are pretty much doing most things for us. There is definitely a place for this and I am all for streamlining and improving efficiencies with the result bringing a new and improved better service. However, there are definitely times when the personal touch far out way the computerised method. Recruitment for me just has to be one of them, how else do you really get to know and understand a person and what they have to offer if you don't interact and engage with them?

Getting the right person into the right role is invaluable and this needs to come from a true partnership where all parties are fully understanding each others needs.

I can't thank and recommend Jenny and her team enough for all their help, support and guidance during this hugely important time.



# OUR ROYALL BRAND



## What we value the most in our client:

### Help Influence your future, your vision

- Align passion with purpose

### Ask for feedback & do the right thing

- Be real and authentic; Be yourself
- Be honest
- Celebrate success, show gratitude, reward and recognise.

### Embrace discomfort

- Dance with change and champion it

### Form your own opinions and challenge.

- Get to know our client and talent community and the industry we love.
  - Have empathy

### Inspire greatness

- Know when change is needed
- Make decisions with our client and talent community in mind
  - Pay it forward
- Planning for future prosperity



## What makes us stand out as recruiters?

Passionate and motivated

- We value and listen to
  - Read everything
  - Get in the know
  - Network with pedigree
- Engagement- we are open-minded, intuitive
  - Always learning
  - Hard working
  - Adaptable and flexible
- Sense of pace and urgency, but we never rush anything important
- We are strategic, innovative, problem solvers

We operate at all levels with a focus on Board/C-Suite level.



## What you can expect from Royall

We understand that everyone is unique, you are all extraordinary people.

Getting to know you, helps us to align, engage and elicit, Human Fit™ for YOUR Purpose

.The Team have the skill and the will to put in the extra effort, to ask for help when we need more ideas and to widen the net, to keep that promise made.

Our optimistic mind-set and attitude is everything. We are mindful and sensitive, working within our own ethical behaviours and to a strict code of conduct,.

We strive to empower our clients to enable potential and purpose, create movement and develop future leaders.

# HUMAN FIT

"A positive, more sophisticated approach to 'attract, engage, and develop quality talent'"



# SERVICES

Engage, Motivate and Lead



## Royall People

Our core Royall offering and has been established since 2009. Widespread industry knowledge, partnering with the best talent and client portfolio in the events and communication's sector. Providing a bespoke, high-end permanent and contract talent Executive Search/Headhunting delivery service.

With real tactical and strategic added value, a robust values and behaviours set with ethics and integrity at the heart of all we do. Royall Thinking and Royall Development have been developed to create new products and services which enhance our proposition to both clients and talent, which we value equally.

You can't hide in your office behind your computer and expect to develop a personal brand, whether you are a leader looking to attract, engage and acquire the best, or, whether you are talent looking to join the best. You need a stand out authentic brand and need to get out and make yourself visible and accessible. Attend industry conferences, even if it's just to network and socialize. Develop your social media profiles. Be live and be loved. The same goes for an organisation's employer brand. Every touch point should be consistent and it should sing.



## Royall Thinking

### Client - Employer Brand

Employee Value Proposition Consultancy which assesses your employer brand fit; guides to develop an enhanced employer brand and employee value proposition through every talent touch point to deliver better attraction, engagement, and acquisition.

### Client - Brand YOU

Leadership Consultancy to articulate your Passion, Purpose, and Promise; define who you are, in a truly authentic way, create and share content, map networks which delivers a Leader You Bio and a social media activity plan with shareable content.

### Talent - Brand YOU

Proactive 'Brand You' Talent Development. A first-class coaching, inspiration practice and personal brand development service designed to orientate, focus, energize, map, and evaluate a strategic search. Resulting in a clear formulaic strategic proactive plan with a two-pronged approach to deliver a purpose driven profile, meaningful introductions to a short-list of Royall's network of Employers of Choice from talent's own network.



## Royall Development

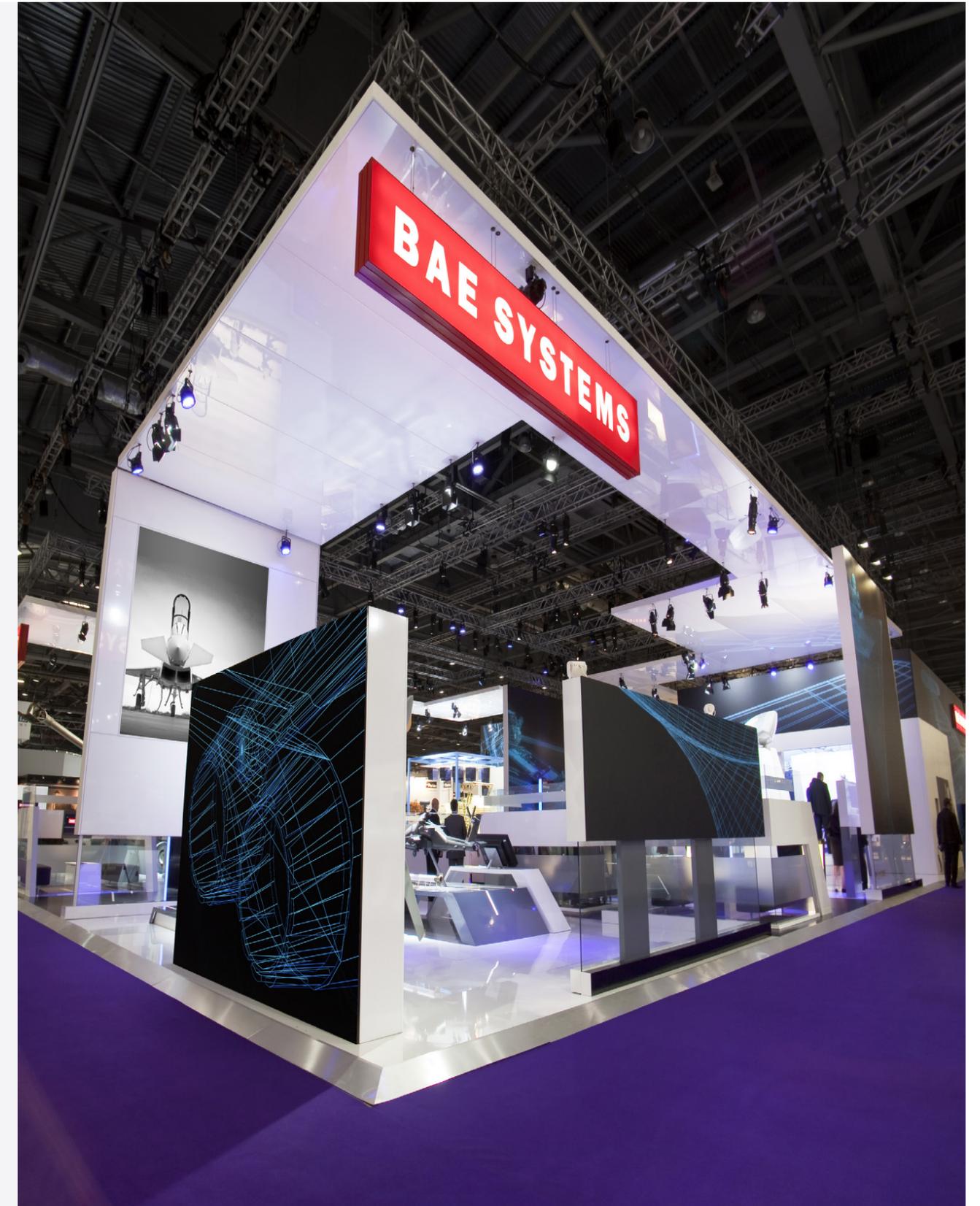
- Ⓜ The only continuous people development continuum of career advice, skills and knowledge development to leadership management for talent.
- Ⓜ To include career advice, skill gap analysis, career path development, training provision, coaching, skill resource provision.
- Ⓜ A bespoke Apprentice Programme and tailored Mentoring Programmes for client and candidate.

# ROYALL PEOPLE

## Our Approach

We put relationships and engagement first!

Our strength and unique approach is founded on changing people's lives and improves businesses by leading the way with strategic thinking alongside creativity, passion, intuition, integrity, and pedigree.



# ROYALL THINKING

## Client Employer Branding

Understanding that people are not simply products and services but a brand's real assets; will create a movement to power success?

We pride ourselves on always being in a position to satisfy the needs of our clients – engaging with them to think differently and to raise their efforts by focusing on the people in their business as much as their clients and brand, their employer brand.

Great cultures live and breathe through their people's ideas, beliefs and services they deliver.

Creating a distinctive, truly valuable Employer Brand changes behaviours, inspires action and sells a specific proposition to a wider talent population... and is essential to painting the best picture as an employer of choice.

Royall enables fast-paced, complex businesses to prosper in this way by mobilising existing teams behind their goals and values, as well as introducing new talent to adopt the same.

By cutting out the clutter, we develop joined-up messages that are rooted in the brand and focused on what people want to hear; not just what the business wants to say.



# NICHE RECRUITER

What is partnering with Royall, a specialist events and communications recruiter worth to you?



## A Focused Talent Pool

Access to a concentrated pool of candidates, resulting in better efficiency during the hiring process and the opportunity to build lasting relationships with the best talent in the industry.

A tap into niche industry events, corporate sponsorships and user groups that you know your gold candidate is attending.

Premier talent come to us first because it makes sense to the candidate. After all, we're an expert and we have a strong reputation.

We are able draw in the elusive passive candidate



## A Clear Message

Working within the a specific industry we know and love gives us the opportunity to deliver our message to a highly targeted audience.

We have a superb integrated, interactive on-line marketing platform which means our consultants can really invest in the industry, making sure they have an adept grasp of professional terminology and trends. It makes all the difference on that first call to a candidate or client.

### Industry Awareness

Our marketing and social media managers, are only working within the events and communications sector. Continuously scanning for important content, educational hot topics to bring the attention of both our clients and candidates, to support and ensure we can keep our community as up to date as possible.



## Knowledge

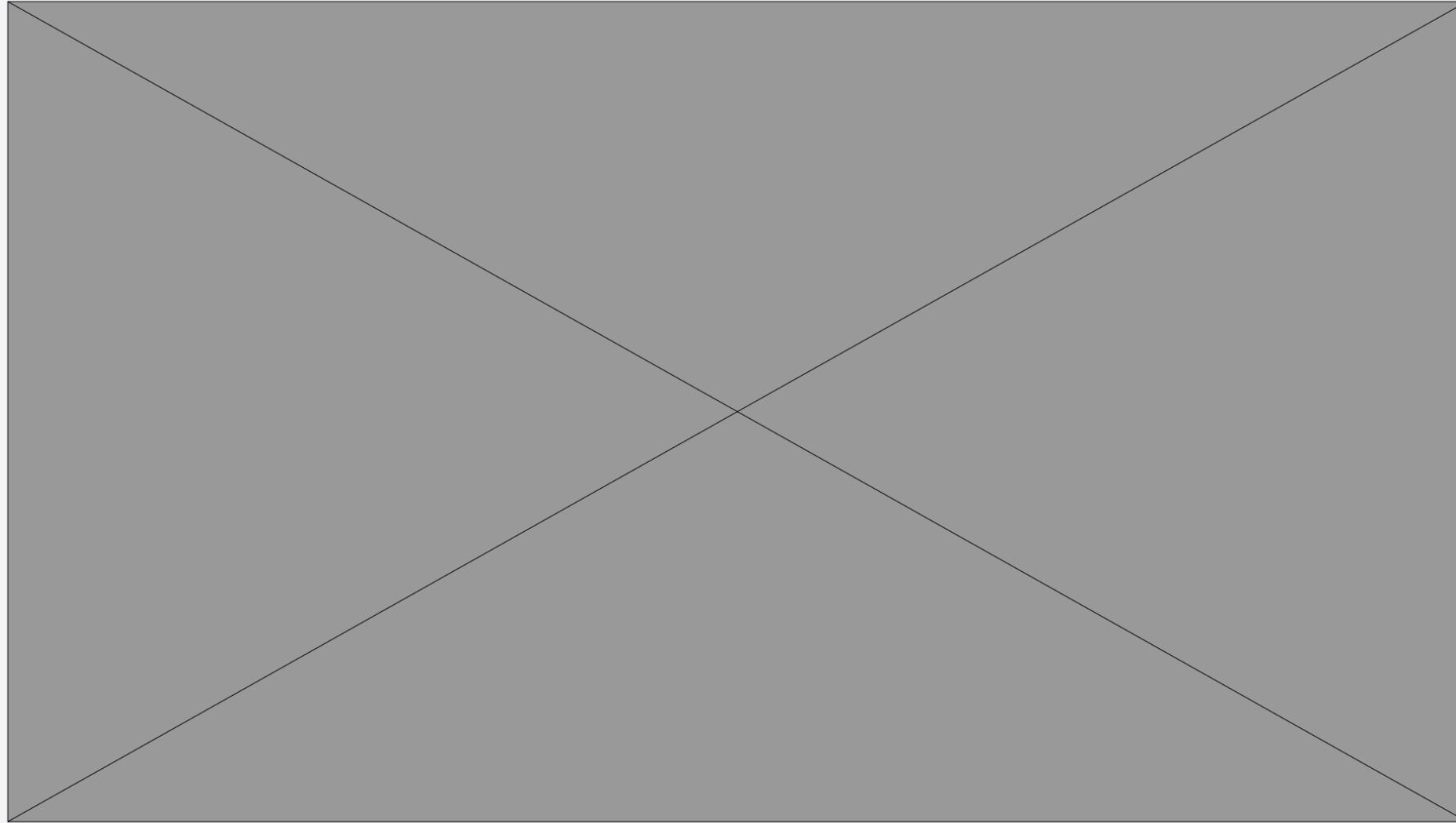
Collaborating with Royall offers our clients the benefit of being able to collect all sorts of useful information on your industry and get a better perspective on the roles you're recruiting for. It's quite simple – if we know more, we can do more.

Understanding where our target audience is spending time (be that online, print, or at events) means we can target advertising more effectively. Understanding the goings on our niche market means we can keep up with market trends and adapt when necessary.



## Invaluable Contacts

We have been leading specialists for nearly a decade. Our clients trust us, appreciate the value we bring and recognise the bespoke service will fill their skills gap more effectively, and ultimately, save time. Clients can be assured they will be provided with a shortlist of suitable, engaged and developed candidates which meets their needs, rather than having to sift through endless CVs.



# ENGAGE

Let our passion, engagement, enthusiasm, knowledge and understanding of the live events industry be your guide.

Office S2 St Johns House, St Johns Street, Chichester, West Sussex, PO19 1UU

01243 200077

[www.royall.biz](http://www.royall.biz)

# THANK YOU

