TALENT ACQUISITION TAKES ANOTHER STEP TOWARDS BEING AN EXACT SCIENCE – The IOR Teams Up with PCRecruiter to Bring American Know-How to the UK, and the IOR offers 3 months' free trial membership to those buying from PCRecruiter!

PCRecruiter, the global provider of web-based applicant tracking, recruiting and staffing solutions, has just teamed up with the UK-based Institute of Recruiters in a canny collaboration that should enable many more employment agencies and employers to not only streamline their processes but, ultimately, to put the right bottoms on the right seats all over Britain.

In an economic environment when recruiting the right people has never been more mission-critical, and when the logistical demands have made HR administration so labour-intensive that only the fittest can survive, the benefits of introducing IOR members to state-of-the-art technology-driven working-practices will be tangible and compelling.

Just how smart and popular PCRecruiter has already proved is aptly demonstrated in the YouTube video at www.youtube.com/watch?v=7L31bEuMIM0 but PCRecruiter is going to be running a programme of demonstrations in early November 2012. Its offerings are also going to feature in the UK Recruiter event on November 7 (for details see www.ukrecruiter.co.uk and/or contact organiser Louise Triance using her email newsletter@ukrecruiter.co.uk).

Mic Harris, International Business Development at Main Sequence Technologies, the business behind PCRecruiter, welcomed the development saying: *"Talent acquisition is never going to be an exact science. But best-of-breed technologies such as ours are becoming increasingly indispensible to anybody wishing to offer a genuinely professional service in respect of HR, staffing or executive search. Our programs can never replace gut reactions about candidate-suitability. But head-hunters now need to be program-hunters too!"*

One doesn't need to know a lot about cutting edge technologies to realise that Mac compatibility and iPad solutions, together with Outlook integration and sourcing via built-in social tools, are going to be bankable capabilities that could well provide crucial leverage in the prevailing dog-eats-dog commercial environment. But, for the

geeks amongst us, PCRecruiter also provides more sophisticated tools to allow processes such as single or mass parsing.

This is American know-how, developed in a country where the economies of scale and a big labour market – one not unlike ours – have made the R&D involved a viable proposition. Main Sequence Technologies is headquartered in the USA, and there is an obvious affinity with the IOR since the latter has a sister-organisation in the American Institute of Recruiters. But they have a truly global reach that embraces over 2,000 clients in over 60 countries.

Azmat Mohammed, the IOR's Director General, feels that affiliation with PCRecruiter now they've landed in London is in everybody's interests. *"It's a win-win-win situation",* he says. *"Any advanced technology that can cost-effectively provide our members with the best-fit human capital solutions they need is good news. Part of the IOR's mandate is to prudently advise its members on best practice. And, right now, those interests are met by a best-of-breed technology. It happens to be PCRecruiter's toolkit and, accordingly, we have no hesitation in telling our members to go and pick their brains."*

If you'd like to know more about PCRecruiter than your rivals, and who wouldn't, then either visit their website at www.mainsequence.net or contact Mic Harris directly via either his email mharris@mainsequence.net or via Linked In – his professional profile is at www.linkedin.com/pub/mic-harris/3/288/203

It is important to realize that Mic's taking bookings for free and obligation-free onsite demonstrations in Britain from Thursday 1st to Thursday 8th November 2012, and is happy to emphasise that what he is selling is not just programs – he'll dive in and freely share his insights with any potential customers (these being the insights he's had in respect of feedback and onsite interaction, and insights that are not just about programs, with his impressive 10,000 users in HR). You cannot put a value on that!

ITEM:	FIRST DRAFT	AMENDED DRAFT	DG APPROVED	RELEASE DATE
PCRECRUITER PRESS RELEASE 01		√		