



EUROPEAN
RENTAL
ASSOCIATION

Winning the war on talent

Fiona Perrin

HSS Hire



Please react on Twitter, @era_rental



ERA Convention 2017, "HOW TO SECURE TALENT FOR THE FUTURE", Amsterdam, 02 to 04 May

Today's workshop

- A quick update on the work of the Promotion Committee
- Recruiting and retaining millennials – Dan Jenkins
 - Introducing our new E-Book
 - Case studies from A-Plant, Kiloutou, Ramirent, Loxam and HSS
- Workshop on two important questions in teams of ten:
 - Reaching and retaining new generations: what new methods of communicating to people will you bring to rental?
 - How can we change the image of the rental industry to be more attractive?
- Gather our conclusions and report back to the Plenary Session

Communication

- Use of a PR agency to spread the benefits of rental
- E-Books
- Videos
- ERA website
- Social Media

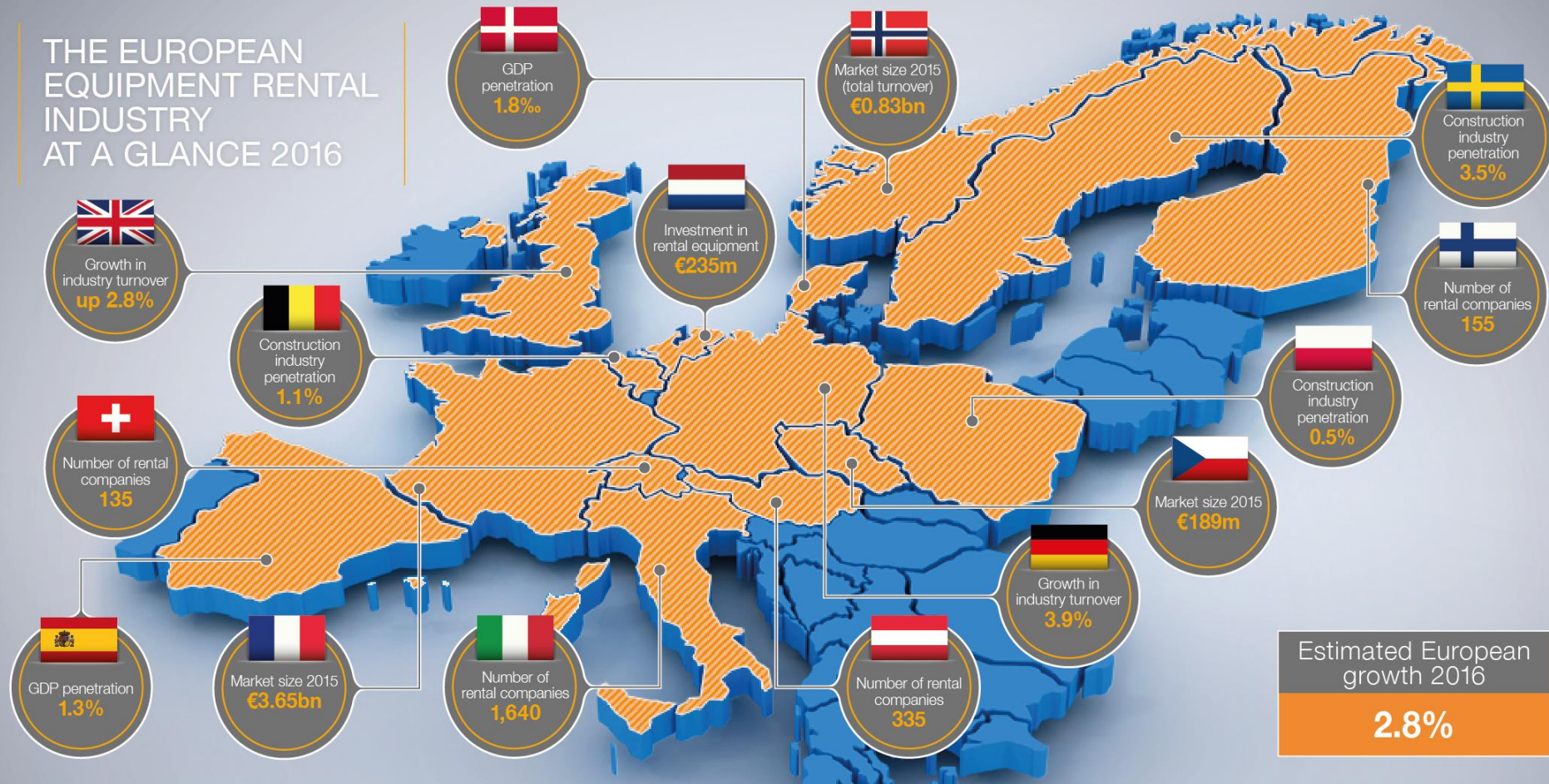
Convention

- Preparation of the programme
- Organisation of the Workshops

Special projects

- TCO Calculator
- HR Research Project

THE EUROPEAN EQUIPMENT RENTAL INDUSTRY AT A GLANCE 2016



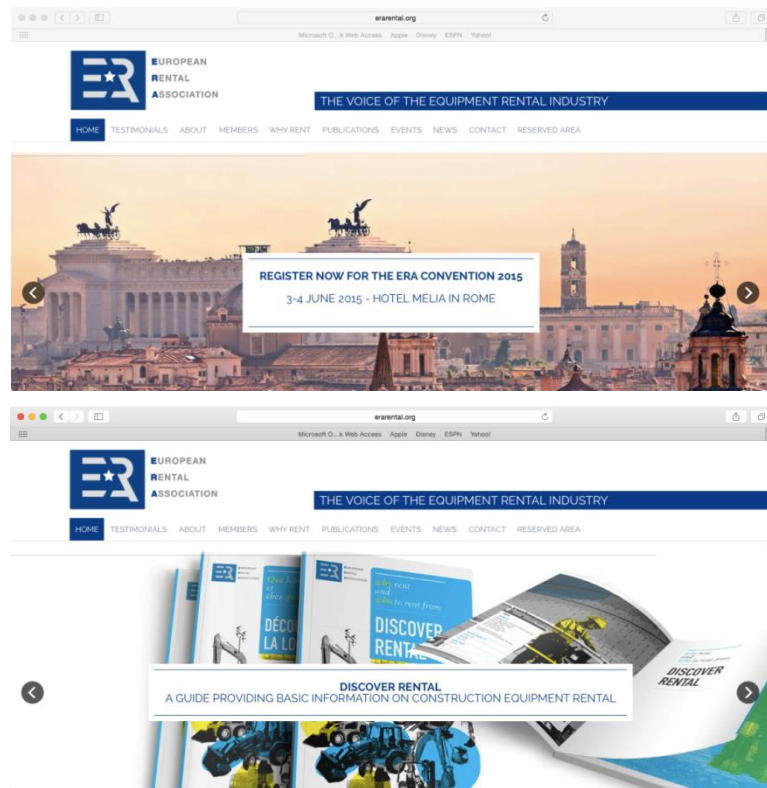
Examples of publications reached



CAMPAIGN PRESS RELEASE	PIECE OF COVERAGE	MESSAGE PENETRATION (AVERAGE)	ESTIMATED AVE (VOLUME)
Statistics Report (1) October 2014	14	2/3	€20,270 (3:1)
Sustainability Campaign (2) April 2015, June 2015	17	3/3	€54,575 (5:1)
Statistics Report (2) October 2015, November 2015	27	3/3	€64,132 (3:1)
Circular Economy (1) December 2015	12	3/3	€19,572 (3:1)
Total Cost of Ownership (2) June 2016, January 2017	20	3/3	€32,362 (4:1)
Market Report 2016 (2) November 2016 – Jan 2017	23	3/3	€60,245 (4:1)

Website and social media

- Mobile responsive, multilingual
- Primary platform for ERA communication
- Integrated with social media:
 - Building audience and activating channels
 - 560 new Twitter followers
 - 350 tweets
 - Linked In posts
- Next step is to move to video and active content management



Our special projects: Total Cost of Ownership calculator

TCO Website

- 1 Launched in English
June 2016
- 2 Translated into 5 additional languages
Jan 2017



01. App users

- 1 Launched in English
September 2016
- 2 Updated with 5 additional languages
Jan 2017

Currently we have

- 54 Android installations
- 10 iOS Users (opt-in only users)



Our special projects: HR Research Project



Daniel Walzer

Area Leader
Employer Branding



Wachtelweg 6, 88316 Isny



+49 (0) 170 203 68 72



daniel.walzer@fan-manufaktur.de



www.fan-manufaktur.de



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Contents Part 1



1. Introduction

Why is it important?

- Future workforce
- Demographical changes

The future workforce

- Values
- Perspectives



2. Our survey - What did we do?

Qualitative and
quantitative research
in the rental industry



3. Analyzing the situation in the European rental industry

For example:
All the participating
companies – except
one – are complaining
about too less
applicants or
applicants with too low
skills

E-books

- Competitive tender process
- Two pilot projects:
 - HR
 - Digitalisation
- And now let me hand over to Dan Jenkins and our panel...

