



EUROPEAN  
RENTAL  
ASSOCIATION

# Best Practice

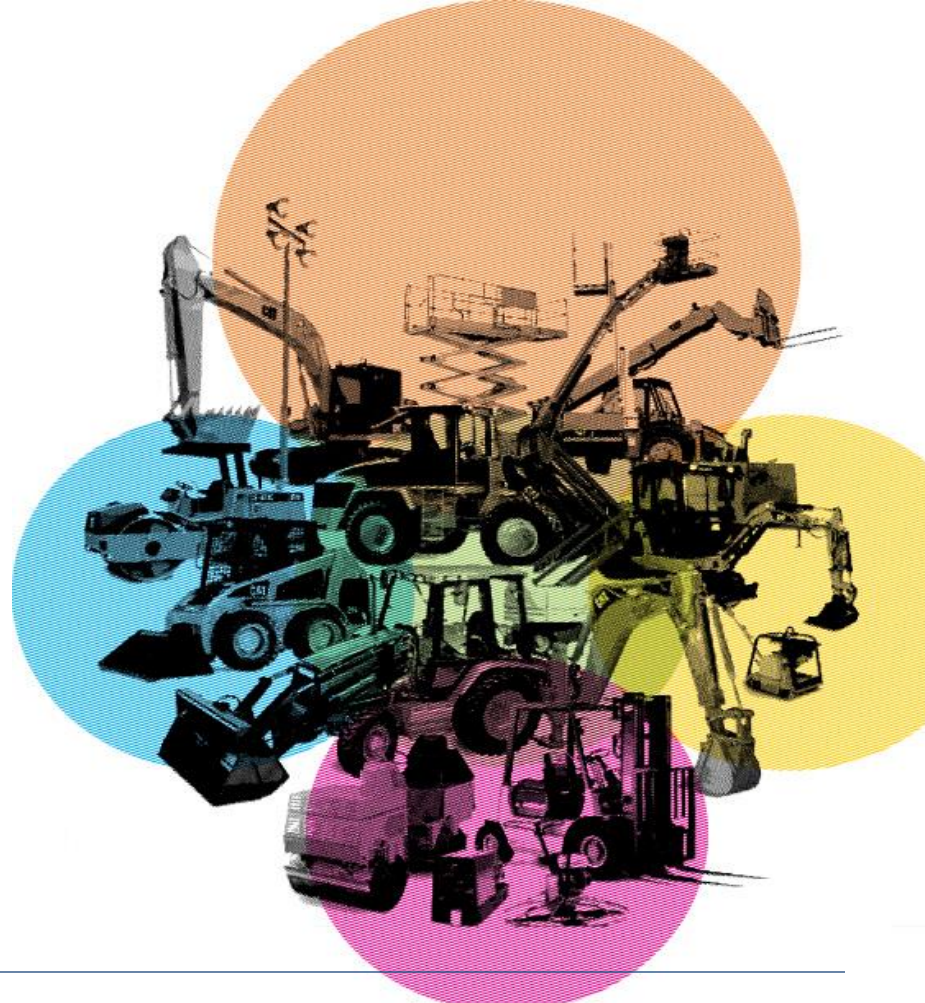
Recruitment &  
Retention of Millennials

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*Please react on Twitter, @era\_rental*



- Introduction
- About Us
- Why Millennials?
- Content and Format
- Key Findings:
  - A-Plant
  - HSS
  - Kiloutou
  - Loxam
  - Ramirent



### ERA CASEBOOK

Best practice in recruitment  
and retention of Millennials  
in the rental industry

[www.era-rental.org](http://www.era-rental.org)  [@era\\_rental](https://twitter.com/era_rental)

## Introduction

- ERA Promotion Committee
- Series of e-books – key issues
- In English, plus infographic elements
- Millennials, followed by Digitisation



## About Us

- Bright Sparks PR Ltd
- Founded 2009, incorporated 2012
- Construction equipment PR since 2005
- Qualified journalist since 2001
- Strong design capabilities



## Why Millennials?

- Different outlook on life
- Different ways of communicating
- They are the future!



## Content and Format

- Focused interviews with rental companies
- Best practice in specific areas
- Infographic elements
  - Key Points
  - Company Profile





## Key Findings: A-Plant on Apprentices

- **£1m+** a year invested in apprentices
- **5,000** training days per year provided
- **25%** of apprentice intake is female
- **100+** apprenticeships offered each year
- CEO started as an apprentice
- Recognised with awards



## Key Findings: HSS on Digital Strategies

- Strong sub-brand for recruitment
- Dedicated recruitment website
- Great use of videos
- Don't over-sell your company
- Communicate your vision and values
- Combine digital and traditional recruitment
- Strong internal communications
- Employee surveys





## Key Findings: Kiloutou on Digital Recruitment

- Develop a strong corporate culture
- Think creatively about recruitment
- Strategies for graduates and non-graduates
- Highlight the career opportunities in rental
- Use video and social media extensively
- Be honest and truthful in your discourse



## Key Findings: Loxam on Career Opportunities

- Combine digital recruitment strategies and open days
- Highlight the autonomy of branch managers
- Communicate international opportunities
- Demonstrate career progression
- Provide mentoring and strong support



## Key Findings: Ramirent on Digital Communications

- Create a strong employer brand
- Emphasise the role of rental in the sharing economy
- Highlight how you share knowledge and best practice
- Develop and communicate a strong code of ethics
- Use a wide range of digital communications tools



## Thank You!

- Comments from the Panel
- Questions from the audience



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