



GLOBAL LEADER

RECRUITMENT REPORT
OCTOBER 2015

MC DARE

Hello AIESEC in Turkey!

It is a pleasure to present you the results of October Recruitment 2015, which was based on LDM. New flow of recruitment brought a lot of changes. Process of creation and implementation of new recruitment was challenging as for me as for NST Global Leader.

I want to thank all NST, TMs and Marketing people for making it happen!

If you have any questions regarding recruitment results feel free to approach us.

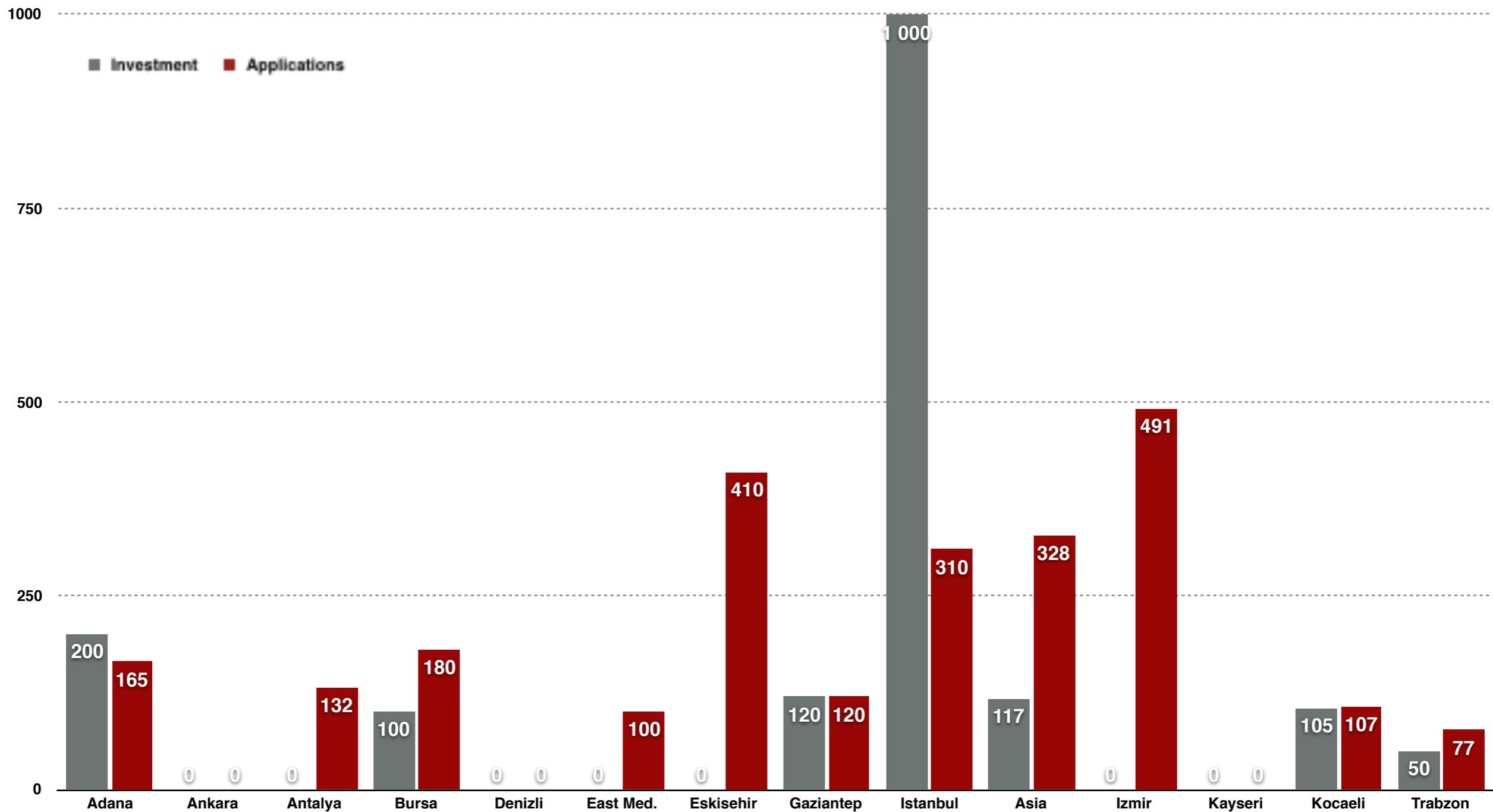
MCVP TM - Kasia Zielosko

NST member - Taylan Ertaş

*report is not complete because of not receiving data from: Ankara, Denizli and Kayseri

PROMOTION

- Promotion brought us **2420** applications for Global Leader in AIESEC in Turkey
- We spent **1692 TL** for Global Leader Promotion



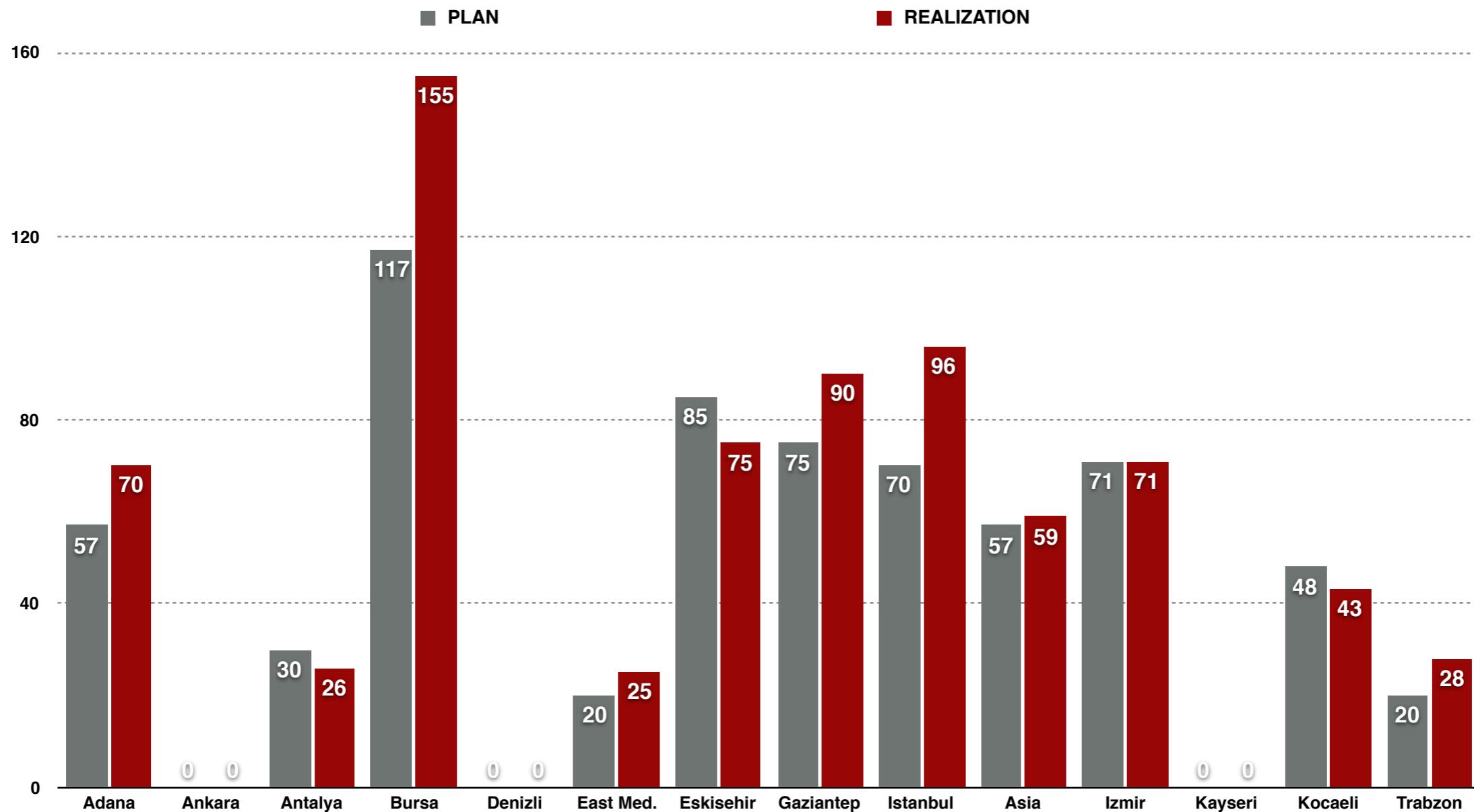
PROMOTION

Channels used for Global Leader promotion:

- Facebook
- Twitter
- Mailing
- Instagram
- Fairs
- Promotion Desks
- Goodle Adwords.

TALENT PLAN REALIZATION

- AIESEC in Turkey has planned to have **650** new members
- 14 LCs recruited **738 new members**, which is **113%** goal achievement



- Planned number of IXP was 79, Achieved - 50 which is 63% goal realization

TALENT PLAN REALIZATION

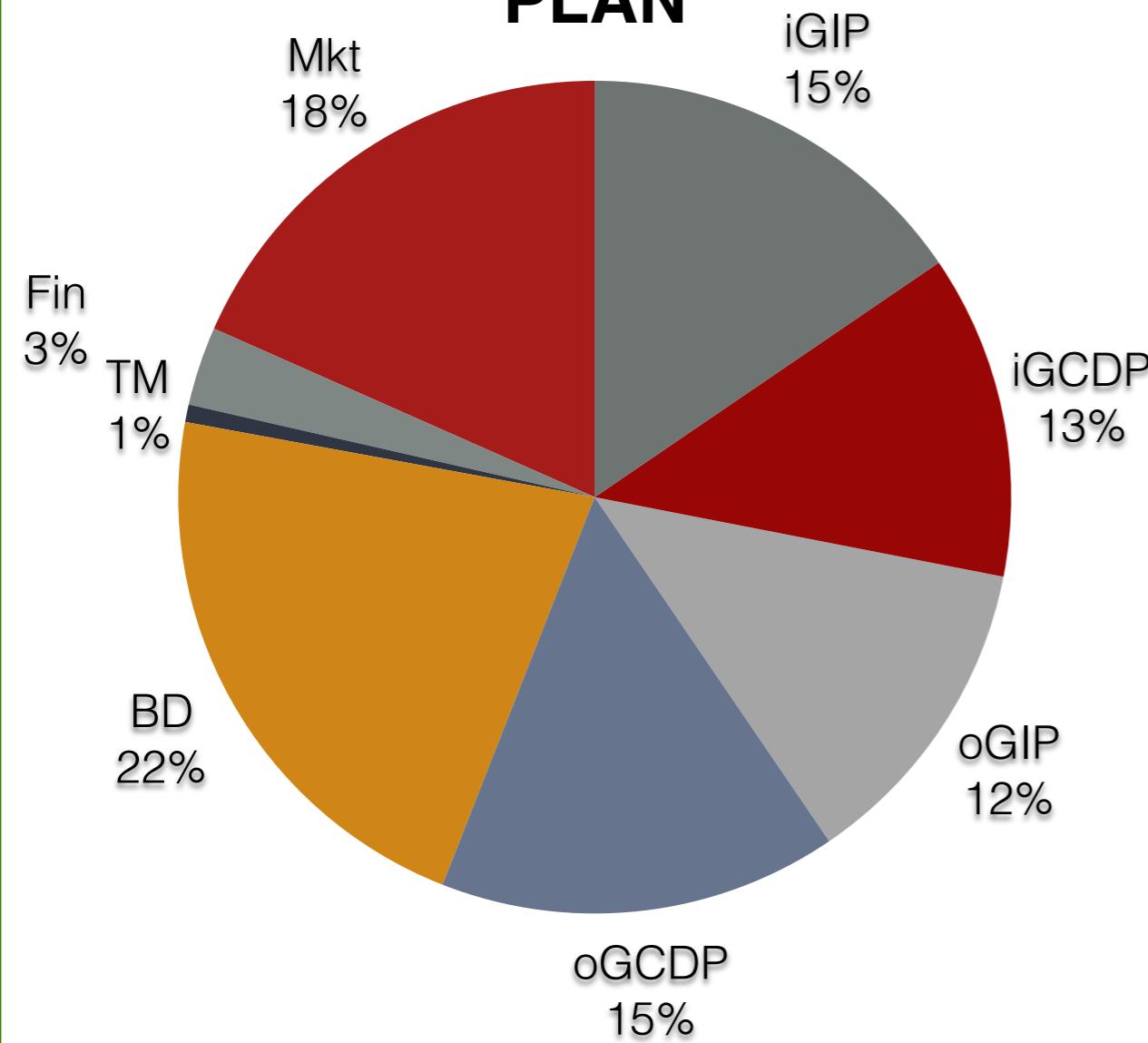
	Planned	Recruited	Plan realization
Adana	57	70	123%
Ankara	-	-	-
Antalya	30	26	87%
Bursa	117	155	132%
Denizli	-	-	-
East Med.	20	25	125%
Eskisehir	85	75	88%
Gaziantep	75	90	120%
Istanbul	70	96	137%
Asia	57	59	103%
Izmir	71	71	100%
Kayseri	-	-	-
Kocaeli	48	43	89%
Trabzon	20	28	140%
AIESEC Turkey	650	738	113%

TALENT ALLOCATION

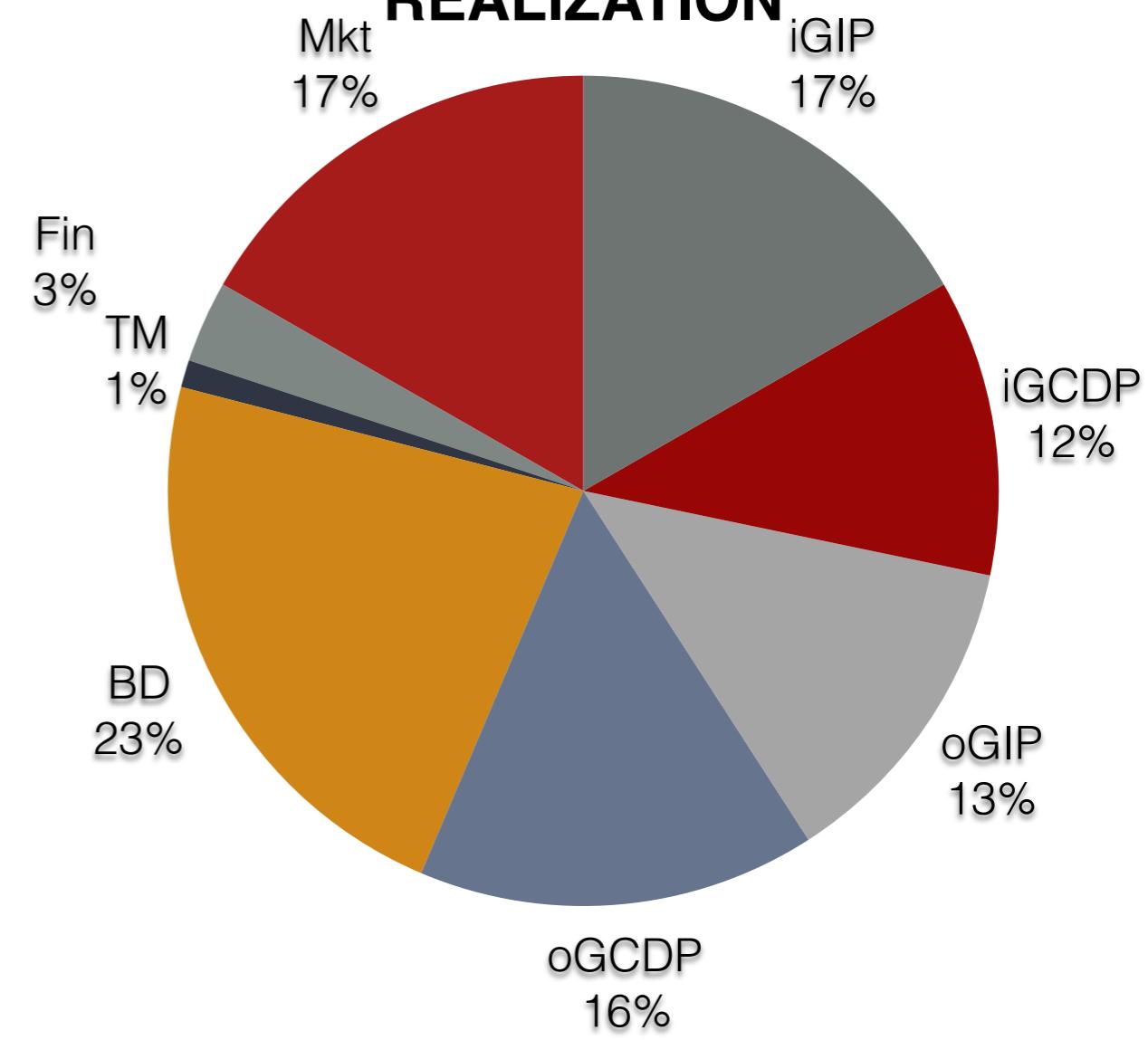
	PLAN	REALIZED
iGIP	91	110
iGCDP	74	76
oGIP	73	83
oGCDP	91	102
BD	129	149
Marketing	106	110
TM	4	7
Fin	18	21

ALLOCATION

PLAN



REALIZATION



CONVERSIONS

	No. of applications	Interviews	Recruited	Attended induction	Induction duration
Adana	165	118	70	70	5
Ankara	-	-	-	-	-
Antalya	132	50	26	20	1
Bursa	220	200	155	130	2
Denizli	-	-	-	-	-
East Med.	100	90	25	23	1
Eskisehir	410	300	75	90	7
Gaziantep	120	120	90	90	7
Istanbul	310	128	96	63	6
Asia	328	86	59	49	2
Izmir	491	210	71	65	5
Kayseri	-	-	-	-	-
Kocaeli	107	80	43	30	1
Trabzon	77	60	28	25	1
AIESEC Turkey	2460	1442	738	655	-

RECRUITMENT

- 3 LCs didn't achieve Talent Plan (Antalya, Eskisehir, Kocaeli)
- Only 1 LC achieved 100% Talent Plan (Izmir) BRAVO!!!
- The rest of LCs overachieved plan which is not recomendable in Talent Plan realization.

We rejected 1018 people after application which is 41% of applicants

We rejected 704 people interview which means we accepted 49% of interviewed people

89% of recruited people attended induction

Average induction duration was 4 days

COMMENTS



- LDM based recruitment was easy to understand
- There was enough education
- Smooth implementation
- Good conversions rate (about 50% at every stage)
- Shortened induction
- Better members allocation in oGIP, iGCDP and oGCDP



- Promotion should start earlier
- Questions should be revised to be more selective
- Induction agenda can be more flexible
- Overachieving Talent Plan - buffer members
- Too much people allocated in iGIP and BD (especially BD) - 259 members

Thank you!