

VII Forum on Elite Sport – ASPC
Paris,
Wednesday 31st August 2011

Innovations and Technologies

Creating a Global network for jobs and careers in sport

Will Lloyd
CEO
GlobalSportsJobs Ltd



globalsportsjobs
.com



Global Sports Jobs

Will Lloyd, CEO

- 17 years in the International Sports Industry
- **1995** Sports Agent - Managing Olympic Athletes
- **2001** Founder of a specialist Sports Recruitment Company
- **2010** Sold to a Management buy out
- **2010** Set up **GlobalSportsJobs** to harness technology and the internet to provide a cost effective solution for recruitment in the global sports industry
- **2011** Used by over 300 organisations

ASPC has been an early adopter of the GlobalSportsJobs technology



Objective

20 mins to explain –

- Why technology is transforming the recruitment industry
- ASPC / GlobalSportsJobs relationship and how to move forward.



Why technology is transforming the recruitment industry





The power of technology and social media



ASPC / GlobalSportsJobs relationship and how to move forward



GlobalSportsJobs

GlobalSportsJobs

- Evolutionary Job board model for International Sports industry
- Harnesses power of Technology and Social Media
- Greater access and diversity to talent

In 9 MONTHS

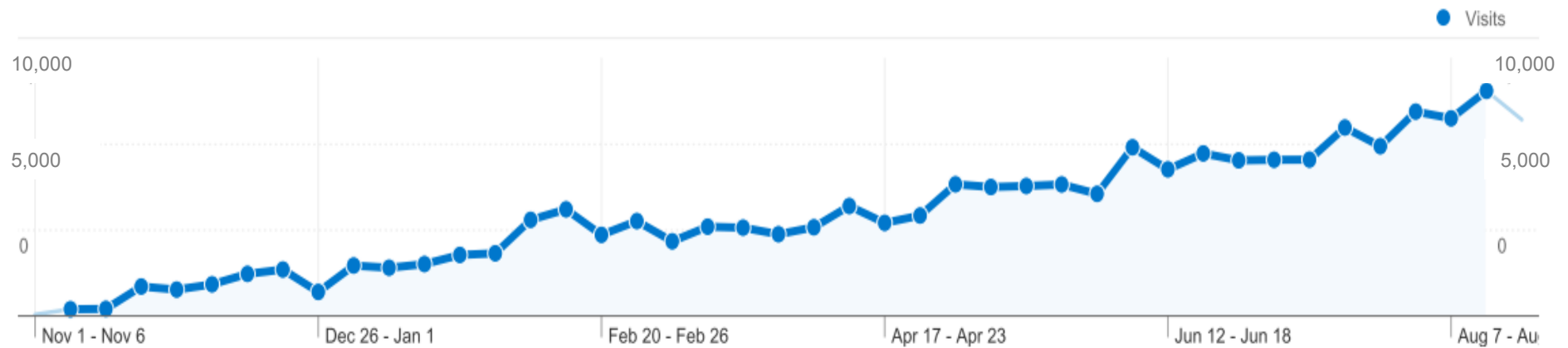
- Posted over 2500 vacancies
- Providing cost effective recruitment solutions for over 300 organisations
- 25 Partnerships including ASPC & 8 IF's
- Access to over 500,000 industry executives

ASPC –

- Early adopter of the Technology
- Cost effective resource built specifically to help.
- Provides immediate access to huge network of quality people in the sector (Globally)
- Formalises a structured approach to the groups network and strengthens it
- ASPC receive a commission on jobs posted via their platform. (revenue generating)
- Ability to build profile of organisations and individuals to a worldwide audience

WHY WE SHOULD CONTINUE TO BUILD THE
RELATIONSHIP





GlobalSportsJobs has achieved average traffic growth of 44% per month since its launch in November 2010

GlobalSportsJobs has enjoyed remarkable growth in its site traffic thanks to a co-ordinated approach to audience development.

- Each visitor views on average 6 pages and remains on the site for 5 minutes.
- The site has a balanced source of traffic:
 - 36% comes direct (including from e-mail)
 - 33% comes from search engines (thanks to the site's strong SEO)
 - 31% comes from referring sites (testament to our global network)



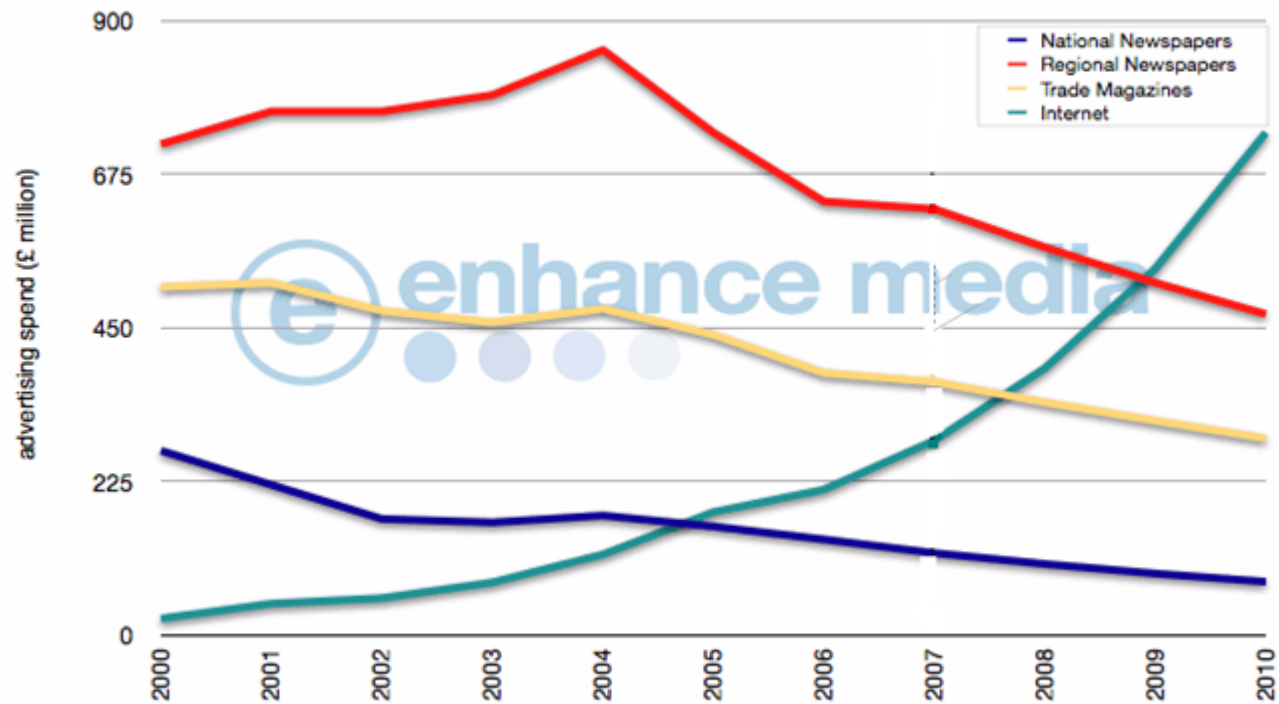
**GlobalSportsJobs' has attracted visitors from 170 different countries.
These are the top 20 geographies:**

1.	United Kingdom	11.	Italy
2.	United States	12.	Netherlands
3.	Switzerland	13.	Singapore
4.	France	14.	United Arab Emirates
5.	Australia	15.	New Zealand
6.	Spain	16.	Greece
7.	India	17.	Belgium
8.	Germany	18.	Qatar
9.	Ireland	19.	Brazil
10.	Canada	20.	South Africa

- GlobalSportsJobs is a truly global jobs board, with a diverse membership of jobseekers from Europe, the Americas, Asia, the Middle East and Australasia.
- Job advertisers can be confident of attracting the best talent from (quite literally) the world of sport.



Classified recruitment ad expenditure (£m)



source: AA + IAB 2000 - 2006, Enhance Media estimates 2007+



www.enhancemedia.co.uk





prozone



HOST CITY

running rugby



sportcal



IMG



Affiliate Partners in GlobalSportsJobs Network -

- International Canoe Federation
- International Archery Federation
- World Curling Federation (not live)
- World Squash Federation
- International Triathlon Union (not live)
- Association of Sports Performance Centres
- RunningRugby
- Sports Industry Group (not live)
- International Federation of Netball Associations (not live)
- The International Committee of Sports for the Deaf (Not live)
- British Handball Association
- Universidad Europea de Madrid (Spain) (not live)
- European Venue Management Institute (Not Live)
- Sportcal.com
- Insidethegames.biz
- Hostcity.net
- Panstadia.com
- Soccerex.com
- Hollis Sponsorship
- Major Events International
- World Academy of Sport (Manchester University)
- MBA Football Industries (Liverpool University)
- International Academy of Sports Science and Technology (Lausanne, Switzerland)
- SportsCareers.be (Belgium)



international canoe federation
Always moving forward

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Job Opportunities

Jobs by email Upload your CV Broadcast CV Post a job

Canoe Wales CanwCymru Event Director- Canoe Slalom World Cup - Cardiff
upto £25,000 -
Canoe Wales, Posted 25/08/2011

Featured Job

中國皮划艇協會 CHINESE CANOE ASSOCIATION Canoe-Kayak Slalom Coach - Beijing
TBC -
Chinese Canoe Association, Posted 23/08/2011

Featured Job

CANOE RACING NEW ZEALAND Head Coach - Auckland, New Zealand
Competitive -
Canoe Racing New Zealand, Posted 23/08/2011

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International Canoe Federation jobs page



Association of Sport Performance Centers
ASPC

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Specialisation:
Job Type: Please Choose
Salary criteria only appears when 'UK' is selected as Region.
Region: Please Choose
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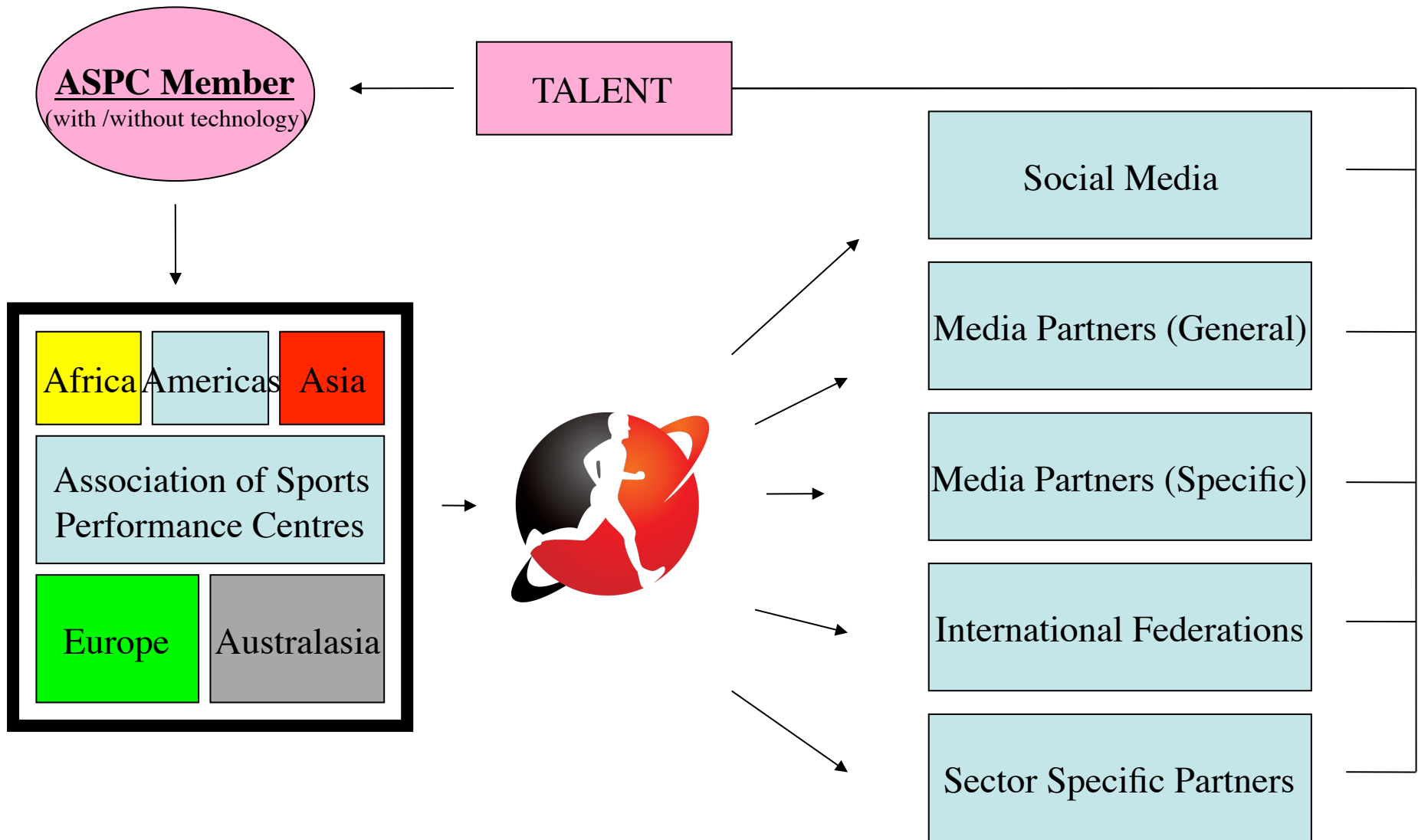
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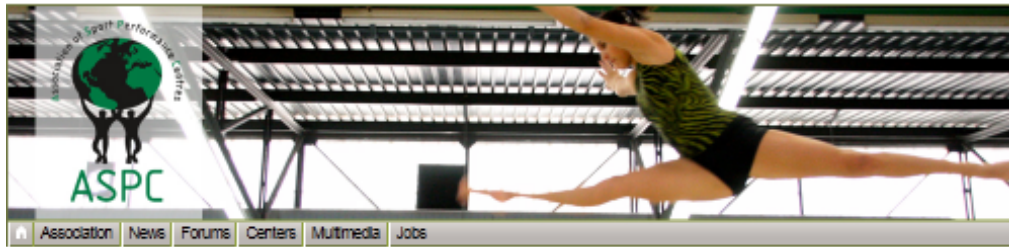
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ASPC Member
Chula Vista (ARCO) U.S. Olympic Training Center
Address:
2800 Olympic Parkway
City:
Chula Vista, CA 91915
Country:
United States of America
More info >

ASPC jobs page







Home


GlobalSportsJobs

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Featured Job

 **Manager (High Performance Planning) - Singapore**
Competitive salary -
Singapore Sports Council, Posted 29/08/2011
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 **Performance Planner - Newtownabbey**
Competitive -
Sports Institute Northern Ireland, Posted 24/08/2011
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 **Strength and Conditioning Coach (Placement) - Newtownabbey**
Competitive -
Sports Institute Northern Ireland, Posted 24/08/2011
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Featured Job

 **Canoe-Kayak Slalom Coach - Beijing**
TBC -
Chinese Canoe Association, Posted 23/08/2011
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ASPC Member

Chula Vista (ARCO) U.S. Olympic Training Center



Address:
2800 Olympic Parkway
City:
Chula Vista, CA 91915
Country:
United States of America

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2012 and Beyond.....

What does success look like.

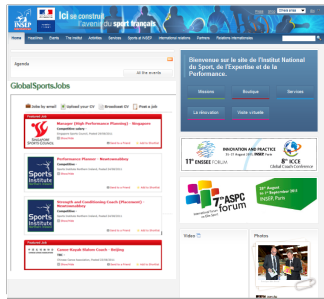
- 100+ Affiliates
- Including 15+ international Federations
- Access to over 2 million people
- 250 jobs at any given time
- Newsletter that goes to 100,000 people in sport each week.

GlobalSportsJobs & ASPC

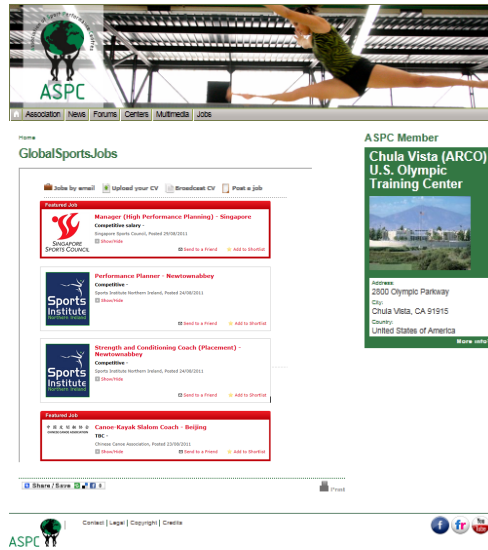
- Using technology, social media and the internet to provide a cost effective platform to source talent in the High Performance Sector
- Over half of the ASPC members are benefiting from the free job board technology allowing them to save time and money as well as getting access to better talent.



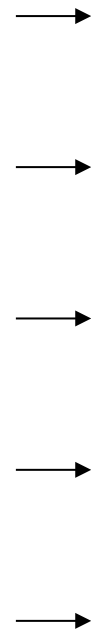
I-frame Technology



ASPC Jobs Page



Global Sports Jobs Syndication Portal



££ Costs ££

Financial

No financial commitment until 1st April 2012 (7 Months) if you become part of the GSJ network.

Current advertising fees are - £400 for featured job.

Technology

- I-frame technology is free.
- Once uploaded , jobs will syndicate automatically
- Organisations can stipulate what jobs it wants to show on its own site
- No ongoing costs (technology)
- Part of one of the largest networks of talent in sport



ANY QUESTIONS?

www.globalsportsjobs.com

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globalsportsjobs
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