

BRIGHT NETWORK

2016/17

CONNECTING LEADING GRADUATE EMPLOYERS
WITH THE BRIGHTEST UNDERGRADUATE TALENT



“Bright Network is a tremendous concept, run by excellent people, which gives your organisation an opportunity to connect with exceptional talent.”

KPMG



Connecting the best with the BRIGHTEST

Bright Network is an innovative platform for leading employers to reach, find and recruit high calibre students from all backgrounds.

We're a brand built for a new generation of students – to educate, to inform and to inspire. Raise the bar with Bright Network.

80,000+
MEMBERS

55%
WOMEN

27%
STEM

100%
YOY MEMBERSHIP
GROWTH

81%
NON-LONDON
UNIVERSITIES

73%
TIMES TOP 20 /
RUSSELL GROUP
UNIVERSITY

48%
BME
(BLACK & MINORITY
ETHNICITY)

47%
MORE LIKELY TO
GET HIRED THAN
THE AVERAGE
GRADUATE

12%
OXBRIDGE

AAA
AVERAGE MEMBER
A LEVEL RESULTS

68%
STATE-
EDUCATED

A network of leading

EMPLOYERS

We work with remarkable companies, from the blue chip and established to the boutique and entrepreneurial, to help you access future talent for your business.



CAPITA

“Bright Network has allowed us to target the best undergraduates in a way that suits us. Thanks to our partnership we have developed a sustainable pipeline for talent.”



DENTONS

“We have already received applications from a number of candidates who are members of Bright Network, which is proving itself to be an excellent way to meet potential trainees.”



UBS

“UBS has partnered with Bright Network since 2009 to source exceptional candidates. We find their innovative digital offering and high quality interactive events to be a unique way to engage a pre-screened talent pool.”

“We’ve worked with Bright Network since 2010 and have been very impressed with the calibre of students we’ve had contact with through both the website and events.”

**HOGAN
LOVELLS**



accenture

BAIN & COMPANY



CLIFFORD
CHANCE

CREDIT SUISSE

DIAGEO

dyson



Google

HSBC

KPMG

M&S

NORTON ROSE FULBRIGHT



sky

SLAUGHTER AND MAY

TeachFirst

We're proud to be an official supporter of Teach First.

Deloitte.

“Bright Network really understood our requirements and through their events and bespoke recruitment activity, we have reached and recruited high-calibre talent.”

DELOITTE



Outcome-focused solutions to give you RESULTS

We help you compete for the talent you need to grow your business.

RAISE BRAND AWARENESS
INCREASE ENGAGEMENT
DRIVE APPLICATIONS



100%
YOY MEMBERSHIP GROWTH

30-50%
AVERAGE EMAIL OPENING RATES

33%
TOTAL WEBSITE VISITS ARE ON MOBILE

WE SPEAK DIRECTLY TO
25%
OF OUR MEMBERS ANNUALLY

16%
MEMBERS RETURN TO OUR WEBSITE 10+ TIMES A MONTH

34%
MEMBERS COME BACK TO OUR WEBSITE AT LEAST 3 TIMES A MONTH

120%
INCREASE IN WEBSITE TRAFFIC YOY

3 MINS
AVERAGE TIME ON WEBSITE

95%
OF MEMBERS WOULD RECOMMEND BRIGHT NETWORK TO A FRIEND



CHARLOTTE ADAMS

Economics, Exeter University
 Financial Consultant, PA CONSULTING

“I hadn’t heard of PA Consulting until I went to Bright Network Women in Leadership. I’d never been to an event like that. I definitely wouldn’t have applied to PA Consulting or even known about them unless I’d gone to the event.”

CONTENT & ADVICE

Creative and engaging content to give students crucial insights into your firm and help them make informed decisions.

TECHNOLOGY

Forward-thinking technology and tools to facilitate richer connections and generate high value applications.

EVENTS

A platform to meet the best candidates and have face to face conversations.

ALUMNI

A trusted network to inspire the next generation. Success stories and employee insights.

PERSONALISED JOURNEYS

From the first step to securing an offer, we invest in our members to drive purposeful applications.

A BRIGHT NETWORK MEMBER IS **47%** MORE LIKELY TO GET HIRED THAN THE AVERAGE GRADUATE



ENO

Finance, Lancaster University
 Analyst, BARCLAYS



RIA

Law, SOAS
 Future Trainee Solicitor,
 FRESHFIELDS BRUCKHAUS DERINGER



KARIM

Product Design, Loughborough
 Analyst, ACCENTURE



HIGH QUALITY. EFFECTIVE. RELEVANT.



BRAND AWARENESS

A series of products designed to help you build and strengthen your brand presence among a highly targeted audience.



WOMEN

Giving you unrivalled access to some of the most talented undergraduate women through our tailored events and digital offering.

"I'M SO HAPPY TO SEE FEMALE-FOCUSED OPPORTUNITIES AND DISCUSSION HAPPENING AS PART OF BRIGHT NETWORK. IT'S SO HELPFUL."

PATRICIA, Business and Computer Science, UCL



LAW

Reach high calibre law students at the UK's leading universities and drive applications to your firm.



STEM TALENT

The demand for STEM students increases every year. Tap into this hard to reach talent pool.



EARLY ACCESS

Get ahead of the competition. Engage first year students to build your talent pipeline.



DIVERSITY & INCLUSION

A focus on cultural diversity, LGBT and those with disabilities. Reach a range of talented students.



SELECTION & RPO

A consultative pick & mix service to help you select exceptional people for your business.



FAST TRACK & TOP UP CAMPAIGNS

Whether you're looking for one student or 1,000, we run campaigns to drive high value applications.

BRAND AWARENESS

Raise your brand awareness and help drive applications.

WE INSPIRE
UNDERGRADUATES TO MAKE
GREAT CAREER CHOICES





Flagship Event

Bright Network

FESTIVAL

The No. 1 careers event connecting the best with the brightest. Join over 80 leading employers and meet over 1,000 talented undergraduates in central London this September.

Sponsorship Packages Include:

- **EXHIBITION STAND**
- **SECTOR OVERVIEW TALKS**
- **PANEL DISCUSSIONS**
- **PROGRAMME ADVERTISING**

1,411

ATTENDEES

12%

OXBRIDGE

87%

RUSSELL GROUP
& TIMES TOP 20

350

REPRESENTATIVES
FROM OVER 80 FIRMS

80+

LEADING
FIRMS

39%+

AVERAGE BRAND
AWARENESS UPLIFT

“Partnering with Bright Network for their annual Festival as their Premier Sponsor has been a real pleasure. The Festival itself was brilliantly run and we met so many great students.”

PREMIER SPONSOR
BRIGHT NETWORK FESTIVAL 2015



Digital Event

BRANDED WEBINARS



Raise your profile at scale among Bright Network members. Choose your topic and audience. Hosted at your offices or at Bright Network HQ.

In-house Event

TOURS



Increase engagement by hosting a pre-screened cohort of our brightest members interested in your sector as they tour a selection of leading firms.

In-house Event

YOUR CAREER WITH...



We identify a selection of suitable Bright Network members and help you organise an in-house event to increase brand awareness and drive applications.

Publication

MAGAZINE



Profile your firm in our *Bright Network On Campus Magazine*. Distributed to 20,000+ students across UK universities. Advertorial and advertising opportunities available.

Digital

DIGITAL NEWSLETTERS



Increase your brand awareness with features in our Weekly and Monthly Newsletters:

- **Weekly Sector Bulletins**
- **Bright Network Women**
- **Video of the Month**
- **Regional Bulletins**
- **Explore your Options** – for students yet to identify the industry that's for them.

Digital

WEBSITE FEATURES



With 120% YoY growth, our website gives you the chance to showcase your brand to a targeted audience. From featured employer slots to sponsored blogs and advice articles – we have a digital platform to enhance your campaign.

120%
YOY GROWTH

Digital

TARGETED EMAILS



With opening rates 2.5x higher than average for the graduate recruitment industry, our targeted emails give you the opportunity to reach a pre-defined and engaged audience tailored to your needs.

2.5x
HIGHER OPENING RATE
THAN INDUSTRY AVERAGE

Digital

COMMERCIAL AWARENESS



Strong candidates require sound commercial awareness. Sponsor our popular weekly Commercial Awareness Blog featured in our Sector Newsletters.



A HYPER- ENGAGED NETWORK OF THE BEST AND BRIGHTEST MINDS

“I flew back from Amsterdam just for the **Bright Network Festival** to meet Clifford Chance, and it paid off!”

AMY

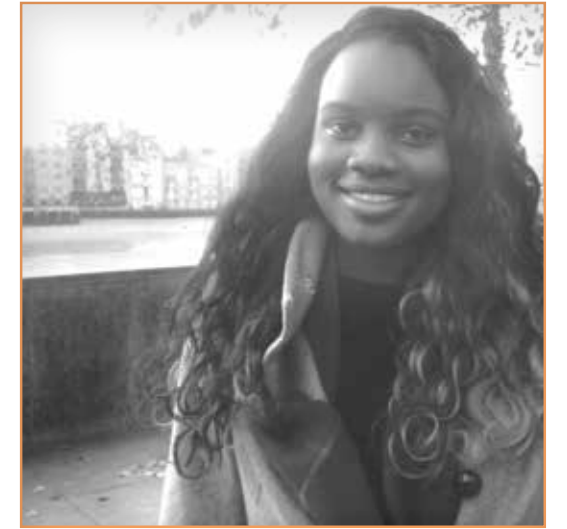
**GEOGRAPHY, TRINITY COLLEGE, DUBLIN
TRAINING CONTRACT, CLIFFORD CHANCE**



“Bright Network’s **Membership Services help desk** provided great advice on making my answers to motivational questions more focused and helped me to stand out.”

JULIE

**LAW, BPP
EXPLORE NOMURA PROGRAMME**



“The Bright Network Technology Top 150 event really opened up the idea of Technology Consulting for me. **The resources on the Bright Network website** were one of the main ways I prepared for my interviews.”

JIMMY

**MATHS, UNIVERSITY OF BATH
12 MONTH PLACEMENT, TECHNOLOGY CONSULTANCY, PwC**

WOMEN

Build brand awareness ahead of your competition through early identification of the best female candidates.



Special Events

WOMEN IN...

Networking events to give you the opportunity to meet and engage talented, high value undergraduate women interested in specific sectors.

- **ENGINEERING** NEW
- **TECH** NEW
- **FINANCE***
- **INVESTMENT BANKING** NEW
- **CONSULTING** NEW
- **INVESTMENT MANAGEMENT** NEW



***44%+**
MORE LIKELY TO APPLY
WOMEN IN FINANCE 2015*

Position your brand as a leading employer of bright women

Digital

BRIGHT NETWORK WOMEN NEWSLETTER



A monthly platform to tell women about opportunities and events. Share role model and success stories from within your business.

18,000+ REACH
32% AVERAGE OPENING RATES

In-house Event

AN INVITATION TO... YOUR HQ



Give a select group of talented undergraduate women an unrivalled insight into your firm. Follow up email campaigns included.

55% OF BRIGHT NETWORK MEMBERS ARE FEMALE

Flagship Event

WOMEN IN LEADERSHIP



Our flagship event for women. Showcase your brand among a hyper-engaged and talented cohort of women.

Celebrate, educate and inspire female undergraduates about the career opportunities available to them. Held annually in March, this unique event combines networking with skills sessions, talks and workshops.



HELENA MORRISSEY CBE
CEO, Newton Investment Management & Founder, 30% Club, speaking at Bright Network Women in Leadership 2015.



PREMIER SPONSOR
2015 & 2016

“We have a responsibility to encourage, inform and educate women at this crucial point in their career. It’s vital that we take part in events like this.”

Attendees in 2016 include:

accenture

CAPITA



HSBC



OLIVER WYMAN

UBS

MEDIA PARTNER, 2016



* Average increase of candidates' intention to apply following the event in 2015

AW

Increase brand awareness and drive applications from the brightest undergraduates to your law firm.



Special Event

FIRST YEAR LAWYERS TOP 100



Reach 100 of the brightest, pre-screened first year law students. Build your pipeline for your first year programmes and open days.

Last year's attendees included *Clifford Chance*, *Herbert Smith Freehills*, *Hogan Lovells*, *Norton Rose Fulbright* and *Slaughter and May*

48%+
MORE LIKELY TO APPLY*

Special Event

FUTURE LAWYERS TOP 100



Meet and engage with a select cohort of the brightest penultimate year law students. Position your brand among top Commercial Law firms ahead of the traditional campus marketing season.

15 Law firms joined us in 2015 including *Clifford Chance*, *Dentons*, *Freshfields Bruckhaus Deringer*, *Macfarlanes*, *Slaughter and May*, *Taylor Wessing* and *Travers Smith*

45%+
MORE LIKELY TO APPLY*

Digital Event

WEBINARS



Host a fully branded webinar to raise your profile at scale among Bright Network members. Choose your topic and audience. Can be held at your offices or at Bright Network HQ.

Last year, over 12 leading law firms including *Slaughter and May* and *Norton Rose Fulbright* joined us at **Bright Network Festival**. Be a part of this year's flagship event. See page 12

In-house Event

LAW FIRM TOURS



Increase engagement by hosting a pre-screened cohort of our brightest members interested in law, as they tour a select group of City firms.

In-house Event

YOUR CAREER WITH...



We identify a selection of suitable Bright Network members and help you organise an in-house event to drive applications to your firm.

Digital

NEWSLETTERS



Increase brand awareness. Feature your opportunities, events and news in our *Law Newsletters*. Reach students still deciding which industry is right for them in our *Explore your Options* bulletins.

Digital

TARGETED EMAILS



From application openings to deadline reminders, use targeted emails to reach a pre-defined audience tailored to your needs.

40%
AVERAGE LAW OPENING RATE

* Average increase of candidates' intention to apply following the event in 2015

Accessing STEM TALENT

Strong STEM talent is hard to reach and in short supply. Increase your brand awareness and access the brightest for your business.



Special Event

WOMEN IN TECH



Raise your brand awareness among the brightest female undergraduates. Join us at this exclusive event where you can connect with women studying STEM subjects and interested in pursuing a career in the tech industry.

Flagship Event

TECHNOLOGY TOP 150



Meet and engage with 150 pre-screened penultimate and final year STEM candidates interested in careers in technology, business technology and technology consulting.

12 firms joined us in 2015 including *Accenture, Capgemini, Capita, CHP Consulting, Deloitte, KPMG, M&S, PA Consulting, Shell, Skyscanner* and *Vodafone*.

49%+
MORE LIKELY TO APPLY*

In-house Event

YOUR CAREER WITH...



We identify suitable Bright Network STEM talent and help you organise an in-house event to give these high value students an unrivalled insight into your firm.

“Bright Network has made sure all the students want to be at the event and are interested in the companies – this makes for very high quality interactions.” Mike Wyer, GOOGLE, Keynote speaker, Bright Network Technology Top 150

In-house Event

STEM FIRM TOURS



Increase engagement by hosting a pre-screened cohort of our brightest STEM members as they tour a selection of leading technology firms.

Digital Event

WEBINARS



Host a fully branded webinar to raise your profile at scale among Bright Network members. Choose your topic and audience. Can be held at your offices or at Bright Network HQ.

Digital

TECH NEWSLETTERS



Feature your firm in our *Technology Newsletters* tailored for each graduation year, to raise brand awareness among our engaged members.

Digital

TARGETED EMAILS



From application openings to deadline reminders, use targeted emails to drive applications from our engaged STEM members interested in your sector and industry.

* Average increase of candidates' intention to apply following the event in 2015

Early

ACCESS

Attract the brightest first year talent to your business ahead of the competition.



Sector Event

FIRST YEAR INVESTMENT BANKING



Drive applications to your Spring Weeks and position your brand alongside leading investment banks. Meet our brightest members interested in a career in Investment Banking.

23%
MORE LIKELY TO APPLY*

Sector Event

FIRST YEAR CONSULTING



Develop your talent pipeline. An unrivalled opportunity to reach a pre-screened cohort of talented first year students interested in Consulting.

Sector Event

FIRST YEAR PROFESSIONAL SERVICES



Generate interest in your first and second year programmes. Meet a select cohort of students interested in career opportunities in the Professional Services sector.

Sector Event

FIRST YEAR LAW



Meet 100 of the brightest, pre-screened first year law students and drive high value applications for first year programmes and open days.

48%+
MORE LIKELY TO APPLY*

“I just wanted to express how grateful I am to have been part of such a fantastic event. I consider myself very privileged to be a part of Bright Network First Year Lawyers Top 100. The event was perfectly timed as I go to the University of Nottingham in a couple of weeks.” Filip, Bright Network First Year Lawyer Top 100 attendee

Digital Event

WEBINARS



Choose your topic and audience and host a fully branded webinar to raise your profile at scale among our first year members. Can be held at your offices or at Bright Network HQ.

Digital Event

NEWSLETTERS



Raise your brand awareness by featuring your firm in our *First Year Newsletters*. You can also reach students who have yet to decide which sector is right for them in our *Explore your Options* first year bulletin.

Digital

TARGETED EMAILS



From raising brand awareness to driving applications, use targeted emails effectively to reach first year students interested in your sector.

* Average increase of candidates' intention to apply following the event in 2015

DIVERSITY

& Inclusion

We're committed to building a network of students with a diverse range of backgrounds. Let us help you reach them.



Flagship Event

BRIGHT NETWORK FUTURE LEADERS



Our flagship event celebrating diversity, inclusion and identifying future leaders for your business. Put your firm's commitment to social mobility at the top of the agenda.

The event brings together 100 first and penultimate year undergraduates, with a focus on those from low and middle income backgrounds who studied at a UK state school, college, sixth form or academy.

McKinsey & Company

PREMIER SPONSOR 2016

100

STATE SCHOOL-EDUCATED FUTURE LEADERS SELECTED FROM OUR NETWORK

JAMES UFFINDELL

CEO & Founder, Bright Network

“I founded Bright Network to give all students access to better careers advice and opportunities. The UK's low level of social mobility continues to be a major challenge. Our Diversity & Inclusion events are designed to help young people from non-privileged backgrounds fulfil their potential.”

In-house Events

GETTING INTO... THE DIVERSITY SERIES



Reach under-represented students with a focus on cultural diversity, LGBT and/or disability. We identify a selection of suitable Bright Network members and help you organise an event to give them an insight into your sector and firm.

48%

BRIGHT NETWORK MEMBERS ARE BME



SELECTION & RPO

With over six years' experience recruiting exceptional candidates, we have built a strong reputation supporting leading graduate employers to select great talent for their business.



Our flexible and consultative approach gives you the oversight and governance you need. We provide a customised pick & mix service so that you can benefit from our robust processes and selection expertise at the level that is right for you.



CASE STUDY

AN INVESTMENT BANK LOOKING TO HIRE TEN SUMMER INTERNS AND FIVE GRADUATE ASSOCIATES

The Brief

- Increase applications from high calibre students, including women
- Maintain consistency of process and quality already in place

Our Activities

- Comprehensive offline, telephone and online campaign
- Bespoke events with fast track application opportunities for stand out attendees

The Result

- Successfully hired top quality interns and graduate associates
- Developed a pipeline for future recruitment activity
- Raised the firm's brand awareness among a key target audience

BRIGHT NETWORK PARTNER

“We are absolutely delighted that we chose to partner with Bright Network. They designed and executed an innovative strategy that tripled our applications and strengthened the NEF.”



SUCCESSFUL SELECTION



DUSHYANTHI
MATHS, UNIVERSITY OF NOTTINGHAM
FUTURE ANALYST CONSULTANT, ACCENTURE



ABIGAIL
BIOMEDICAL SCIENCES, UNIVERSITY OF OXFORD
FUTURE ANALYST, GLEACHER SHACKLOCK

FAST TRACK

& Top Up Campaigns

Top up your existing cohort or fast track exceptional minds for a particular role.

We can target the exact candidates that match your requirements to drive meaningful, high value applications.

In 2015, we drove 1,000+ fast track applications from top female candidates to internship and graduate programmes at a Big Four Professional Services firm

SUCCESSFUL FAST TRACK CAMPAIGN 2015

OUR MEMBERSHIP TEAM SPEAKS DIRECTLY TO

25%

OF OUR MEMBERS ANNUALLY

WE UNDERSTAND WHAT THEY WANT FROM THEIR CAREER

A BRIGHT NETWORK MEMBER IS

47%

MORE LIKELY TO GET HIRED THAN THE AVERAGE GRADUATE

“I study engineering. I went to one of Bright Network’s events and that’s where I first found out about Spring Weeks. Before then, I had not focused on finance as a career. I’m glad I used the event to explore the options available to me.”

SANJANA

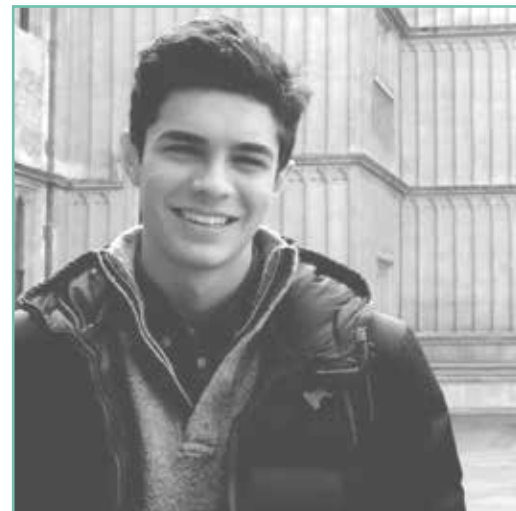
ENGINEERING, IMPERIAL COLLEGE LONDON
GRADUATE FINANCIAL ANALYST, J.P. MORGAN



“I met Atos at Bright Network Technology Top 150 and found them really enthusiastic about the diversity of their jobs and the company ethos. I spent a very long time on the Bright Network website looking at their helpful information on Atos which was crucial in my application.”

GEORGE

ENGINEERING, UNIVERSITY OF OXFORD
GRADUATE TECHNICAL CONSULTANT, ATOS



“Being part of Bright Network let me know this opportunity was out there... I read the Bright Network Commercial Awareness Updates every Monday.”

SIMON

ECONOMICS, UCL
SPRING INSIGHT PROGRAMME, LAZARD



“Thank you Bright Network for introducing me to my future employer two years ago!”

ELEANOR

MATHS, DURHAM UNIVERSITY
INCOMING ANALYST,
FINANCIAL INSTITUTIONS GROUP, CREDIT SUISSE

“I JUST WANTED TO SAY A MASSIVE
THANK YOU TO THE BRIGHT NETWORK TEAM.
I GENUINELY THINK IT’S ALL DOWN TO YOU.”

Keir, Law, Gosforth Academy & Cambridge University
Successfully secured a Vacation Scheme with a leading law firm

To find out how we can help you find remarkable talent for your business
get in touch or pop in

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BRIGHT
NETWORK