

CFBT CONSULTANCY DIVISION

ATTRACTING INTERNATIONAL CONSULTANTS

CfBT's International Consultancy unit provides thought-leadership to governments and institutions, upon which educational reform and aid investment decisions are based. They have a constant need for education specialists for short and long-term contracts worldwide.

Many of their opportunities are to work on high-visibility development projects in Europe, the Far East and the Pacific that will influence and shape the future of international aid and education.

CfBT is looking for highly qualified, experienced and dedicated professionals with experience of working with national governments, civil society and international donor organisations. Consultants could have experience in a wide spectrum of sectors and are encouraged to register their interest and experience on a central database and could be called upon at short notice to work on any number of on-going projects.

An example is that CfBT have been awarded the contract to run a Resource Centre providing technical research and advice on education development projects in Australasia.

WDAD put together a schedule for an ongoing recruitment campaign to attract suitably experienced Consultants to register their details with CfBT for this and possible future commissions.

WDAD recommended an attraction strategy in three stages in order to maximise the potential reach of the campaign.

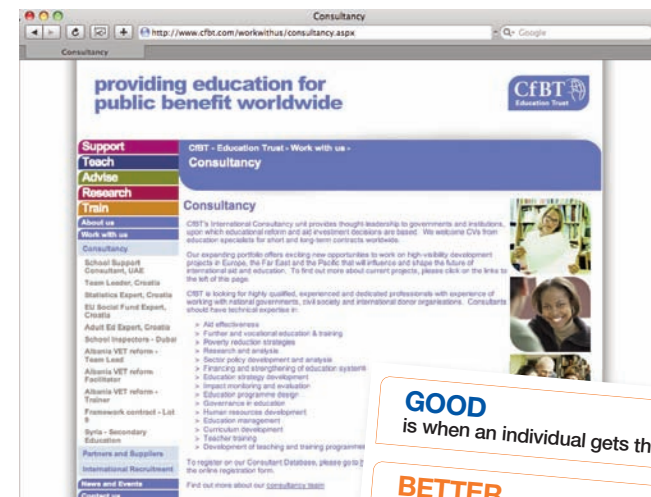
Stage 1: The initial, high impact advertising in targeted print publications, alongside high-visibility online advertising, designed to get the message out there, generate interest in CfBT Education Trust, attract the best Consultants and drive them to register on the microsite.

Stage 2: The next stage was designed to re-iterate the message, and also target the passive seeker, by utilising the most up to date online technology. We recommended doing this by setting up and managing a Google 'Adwords' campaign which would present an advert to anyone searching for relevant words or phrases which we selected, and the use of 'behavioural targeting', whereby a banner can be presented to people searching the Guardian or Telegraph websites (or other internationally popular websites) from specific organisations - we can track visitors by IP addresses, and also by the types of pages they are visiting and content they are viewing.

Stage 3: We reviewed the advertising using statistics gathered throughout the campaign, and identified what worked and where the highest volumes of traffic and interest were coming from, and then tailored the ongoing campaign accordingly.

Outcome

This campaign was successful in that several hundred consultants registered their interest on the database from a broad cross-section of business sectors. We were also able to identify areas where more Consultants were needed, and tailor ongoing advertising accordingly.



GOOD
is when an individual gets the opportunity to learn.

BETTER
is when a whole country does.

GOOD
is when education helps to improve someone's life.

BETTER
is when it actually helps to save it.

GOOD
is when international aid supports education reform.

BETTER
is when that aid has a positive impact for years to come.

GOOD
is when we are involved in aid and education decisions.

BETTER
is when you are involved with us.

Consultants

Take the opportunity to shape the future of international aid and education by working with CfBT on new and exciting projects. The world will be a better place for it. Register your interest at www.cfbt.com/consultancy



Print advert



Online banner

Case Study: CfBT

