

WHAT'S THE ROI OF A RECRUITMENT AWARD

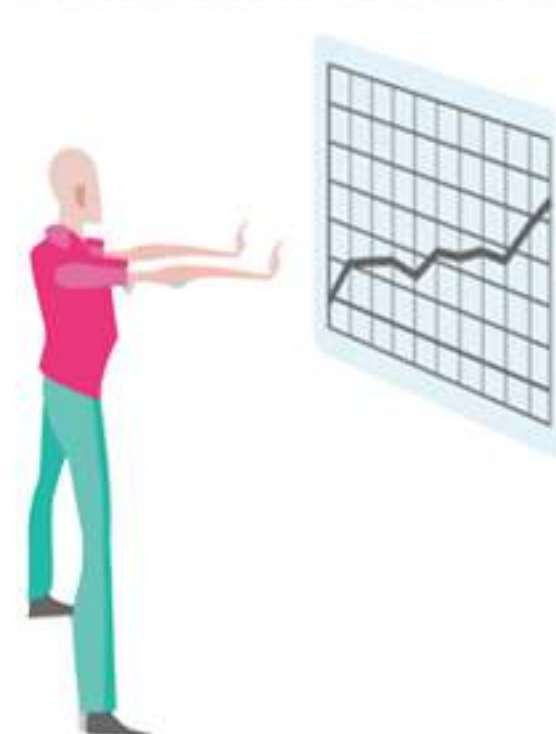
Think again if you think it's only about brand and marketing



MORE SALES! THE MOST IMPORTANT AWARDS ROI



Increase sales by at least **37%**



Improve your stock price by **44%**



Influence buyers by **80%**



Improve confidence in your supplier status by **49%**



Outperform losers –
17% more sales and
36% more share value!

More Awards ROI?



Improve staff morale



Improve your brand



Attract and convert talent, clients, recruiters



Take the opportunity to really look at your business and improve it



Absolutely no ROI!

- X** Blow some cash
- X** Lose weight and buy a dress
- X** Waste some time
- X** Increase your workload
- X** Demoralise and stress your team

**INCREASE MORALE, SALES AND SHARE VALUE
WIN AN AWARD! WHAT A GREAT STRATEGY FOR 2017!**