

## Paris. June. Summertime - MONSTER

All synonyms of travel and holiday planning. But at CEMS France, it also meant that it was time for a new career-oriented meeting! Following the workshop on professional coaching, the French CAA had proposed to meet Mr Monnier, the HR Director of one of the most popular e-recruitment websites, Monster, at the Italian Chamber of Commerce in Paris.

Jointly organized by the ALUB (Bocconi University Alumni Association) and CEMS Alumni France, the meeting broached topics such as the place of Internet on the e-recruitment market, and the advantages and disadvantages of Internet-based recruitment.

Interestingly, although Internet represents the first tool used for job searching (78%), it ranks fourth for corporate recruitments (4%). A simple comparison between the two numbers evidences the large room that exists for improvement in the effective use of web tools for job searching.

Our meetings, strongly customer-oriented, most time was devoted to internet-based job searching strategies, and to ways to use the web to find our next job. Thanks to the experience of our lecturer, we learned a lot on how things work in reality, behind the homepage of the e-recruitment web-

sites. Our guest also provided us with some practical tips on how to give our CVs the best chances to stand out and be selected by web recruiters.

Luckily for us, Mr Monnier also had time to take some questions, and to share his professional experience with the audience. We learned more about how to sort the most appropriate ads for our needs, avoid web snares, intersperse our CVs with key words, manage our different versions of CVs on websites, make effective use of professional job titles in resumes, etc.

Being surprisingly honest and helpful after having revealed to us many of the secrets of the e-recruitment world, he underlined the importance of personal network in any job searching process. In fact, it has been estimated that cooptation and personal contacts account for the lion's share of the recruiting market (40%), ahead of newspaper ads (23%) and interim (6%).

I had just one question that was left unanswered at the end of the meeting: What will be the topic of the next meeting of our CEMS network? Just stay tuned!

*By Armando Capobianco*