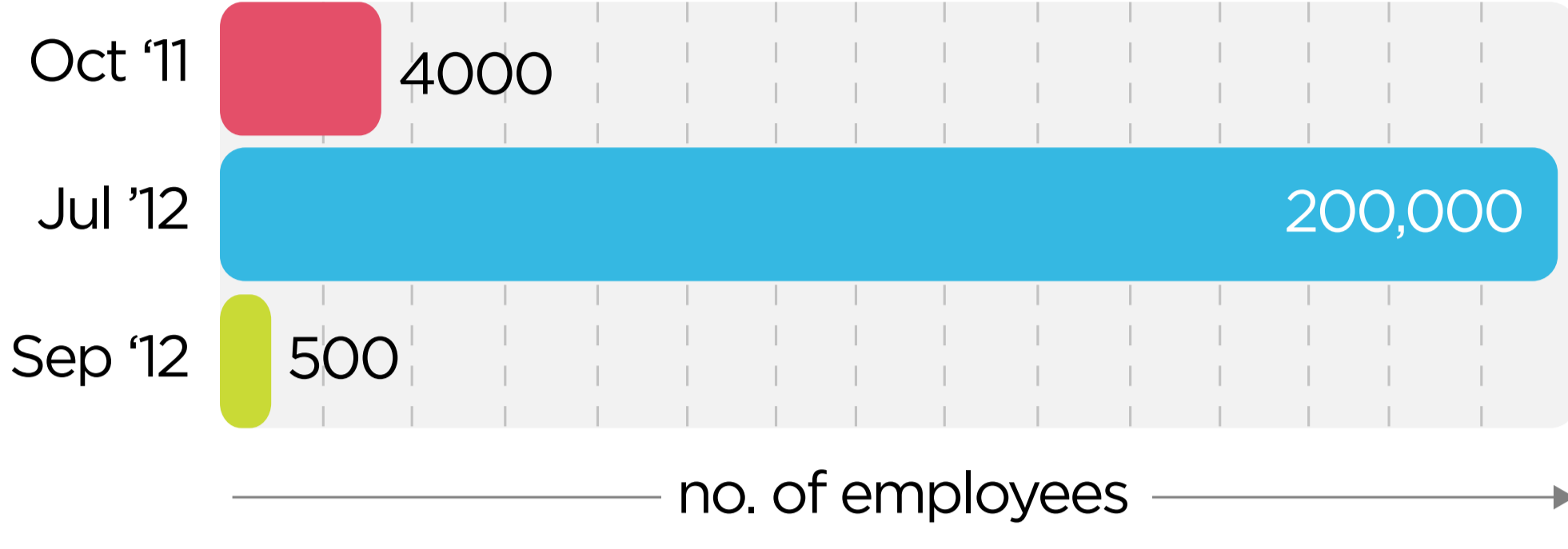


## London 2012 Olympic and Paralympic Games Case Study

**London 2012 – Building talent communities for the UK’s biggest ever peacetime recruitment project**

### The Scale of the Challenge

Creating engagement communities to maximise growth and retention for London 2012 in a very dynamic and fast-moving environment.



### Winner!

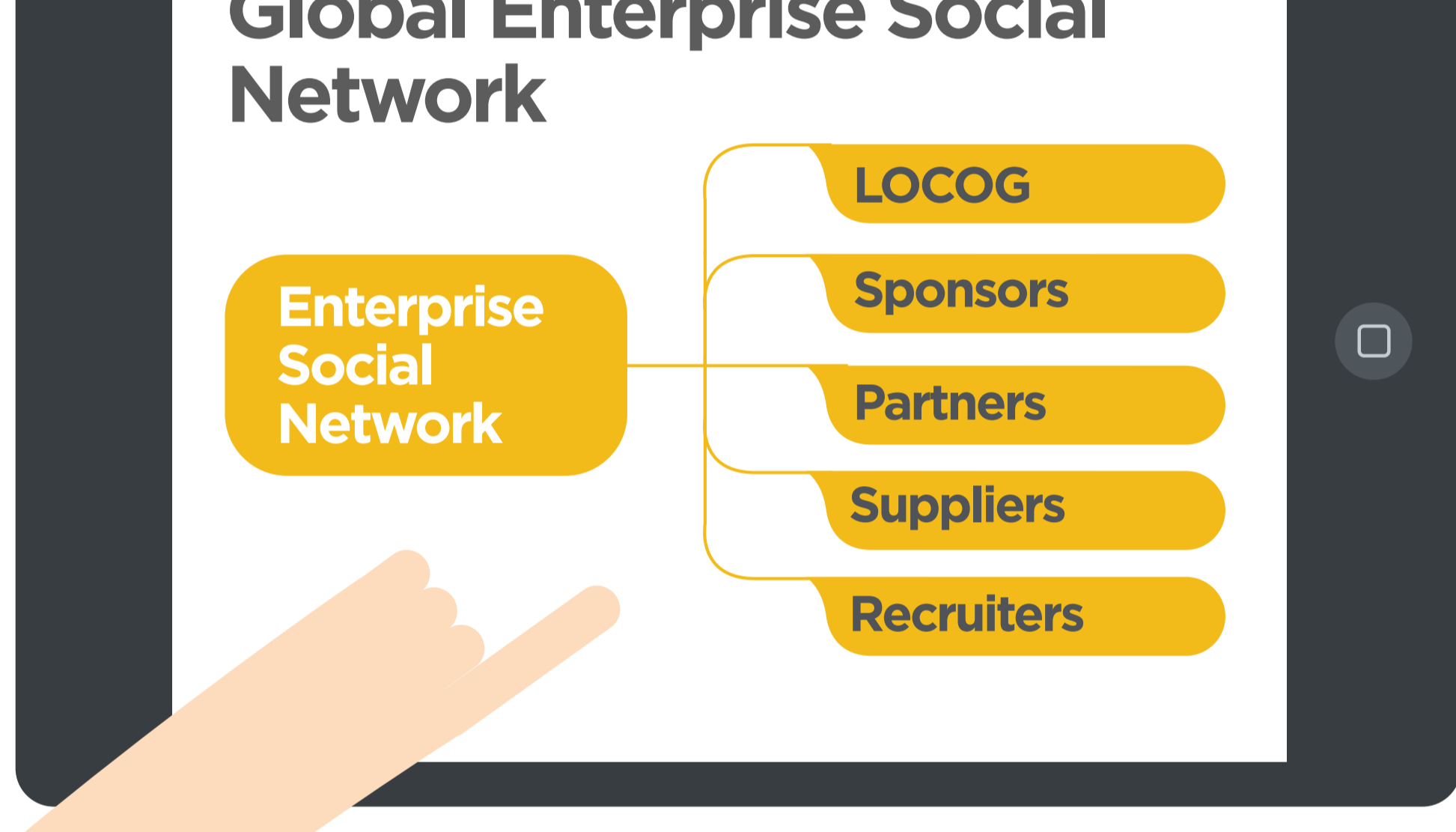
Gartner Cool Vendor Award In Human Capital Management



network

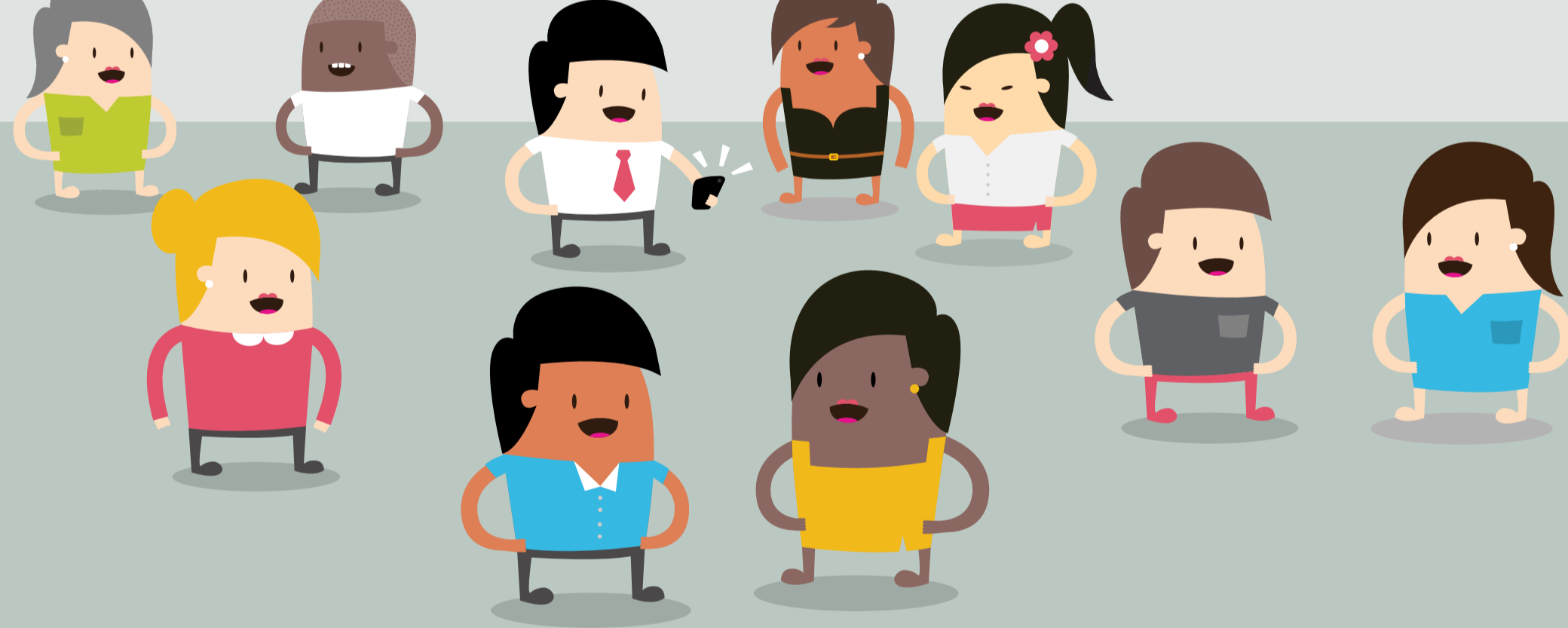
**3,500**  
LOCOG  
Employees

**552**  
employers



### Building talent community pipelines

**12 months**  
before jobs



### Maximising Retention For The Best Olympic and Paralympic Games Ever



‘The glue to pull this together was communities and engagement’

Paul Modley, Head of Recruitment, London 2012

### The lowest staff turnover ever in the 12 months leading up to the London 2012 closing ceremony.



### Huge recruitment cost savings

The 552 employers using the London 2012 Network saved in excess of:

**£7,000,000**

in recruitment cost savings.

