



**THE  
RECRUITMENT  
FLEX**

**[PODCAST]**

**We talk  
all things  
Recruitment**



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**[PODCAST]**





# You've met your match!

A BRIEF HISTORY



**Those were the words that Shelley, founder of Hire Value Inc., had for Serge when she fired his company. They quickly found that their chemistry was better suited as partners than enemies. After years of collaboration, one fateful day The Recruitment Flex came into existence.**

The Recruitment Flex is a great way to stay up-to-date on the latest recruitment trends. Serge and Shelley have over 40 years combined experience in recruiting, so they are more than qualified to share their insights with you through this informative show. They discuss everything from industry news and helpful tips for both recruiters and job seekers - all while interviewing some of the most well known names in business today! Tune into Recruiting Insights by Serge & Shelley if you want your knowledge about hiring practices sharpened right now!



# Podcast Hosts



## SERGE BOUDREAU

**President - Seeds and Trees Talent Studio/  
Vice President Business Development  
CareerBeacon**

Serge has been in Talent Acquisition for nearly 20 years, leading talent teams in a number of industries. He has led Western and Quebec operations for Indeed and Workopolis.



## SHELLEY BILLINGHURST

**President - Hire Value Inc.**

With over 25 years of specializing in recruitment, Shelley brings an expert level understanding of national and global labour market.





# Episodes Format

**We aim to be the most informative podcast in our space, here is how we do it!**



## TUESDAY

### Interviews

Interviews with the top dogs in our industry have now become a norm on this show. We've had Hung Lee, Joel Cheesman, James Ellis and Katrina Collier as well as many other thought leaders and influencers featured.

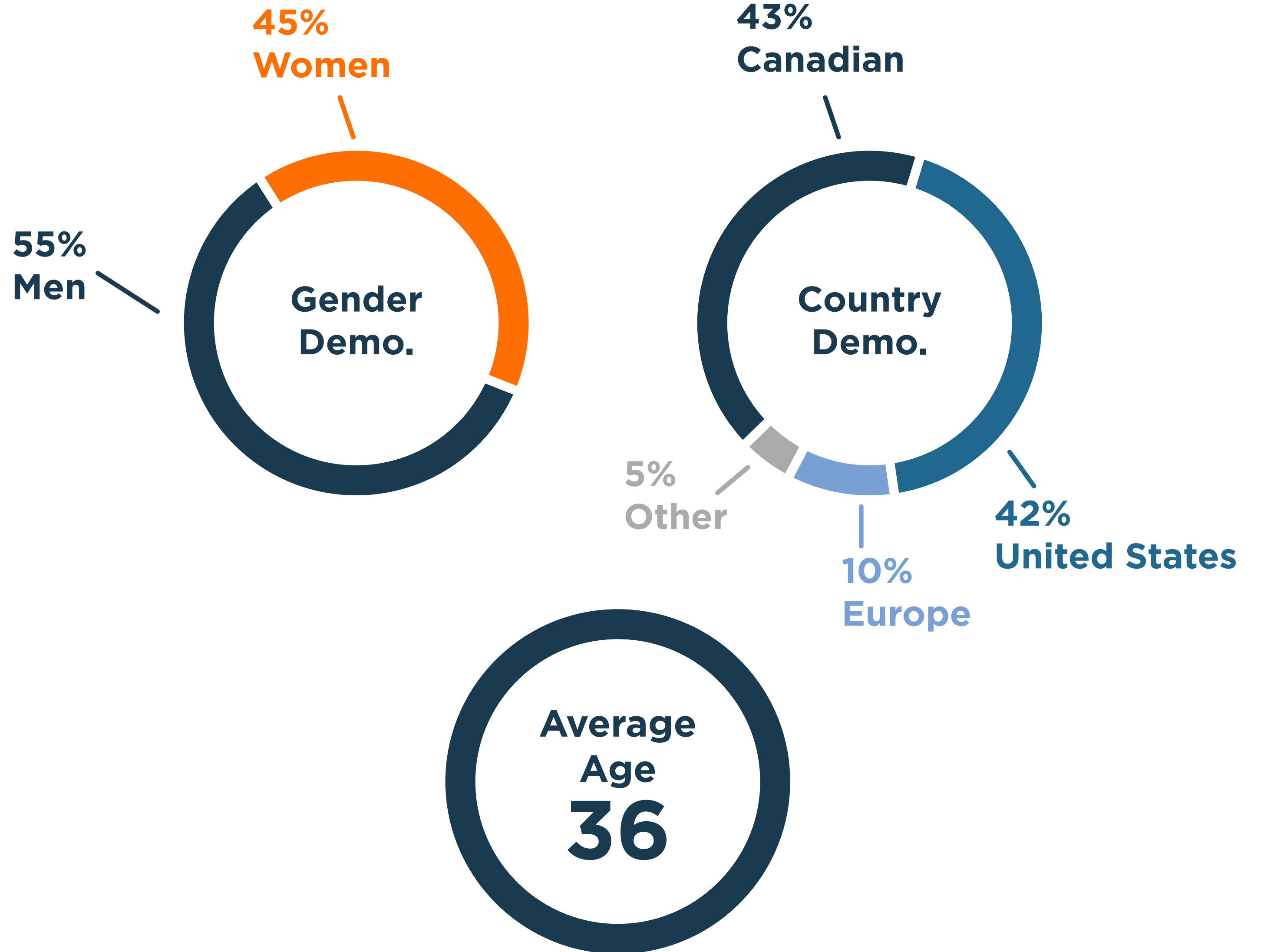
## FRIDAY

### Recruiting Insights

We're always on the lookout for what's trending in recruitment, and every week we discuss our top insights to help you stay ahead of your competition. Whether it be tips from industry experts or strategic advice that can make a difference at work today, this is where you'll find all things recruitment.

# Audience Overview

#1 HR Podcast in Canada.  
Our Audience is 100% Talent Acquisition professional and leaders  
(Only exception is our moms!)  
5000+ Downloads/ Month





# The Recruitment Flex

No other Podcast in our industry  
provides as much value with knowledge  
you can start using today.



THE  
RECRUITMENT  
FLEX [PODCAST]



# Why Podcasting?

**“The more informative your advertising,  
the more persuasive it will be”**

~David Ogilvy



## EFFECTIVENESS

Podcast advertisements are five times as effective as web ads. Most ads are live read by the host, making it a more intimate and personal experience.



## TARGETED AUDIENCE

Listeners are highly educated and most make \$75,000 per year. An affluent, educated, and intelligent audience is a great audience to find new customers.



## CONVERSION

Podcast advertising yields leads with a conversion rate seven times higher than leads from regular website traffic.



## Episodes

## Pre-Roll

## Mid-Roll

## Sponsor Episode

Tuesday Interview  
Episode

**\$1000/Mo**

**\$1000/Mo**

**\$1500/Mo**

Friday Recruitment  
Insights Episode

**\$1500/Mo**

**\$1500/Mo**

**\$2500/Mo**

Main  
Sponsorship

**Included**

**Included**

**\$4000/Mo**





“ Most people I know  
are interested in  
on demand stuff:  
Podcast is essentially  
audio **Netflix.**

~JORDAN HARBINGER







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