

We are **The Recruitment Flex Podcast**

#1 Podcast in Canada for all things recruitment



Evergreen Podcast Network 

The Recruitment Flex

-- A Brief History --

“You've met your match!” 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

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**

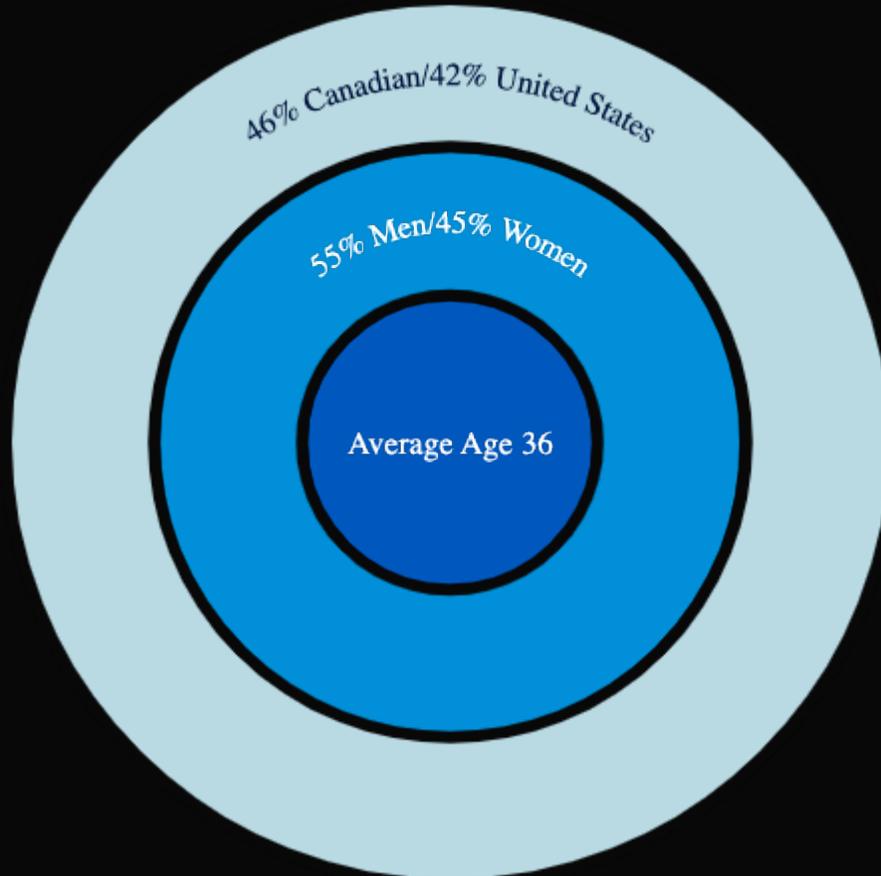
We're always on the lookout for what's trending in recruitment, and every week we discuss our top insights to help you stay ahead of your competition. Whether it be tips from industry experts or strategic advice that can make a difference at work today, this is where you'll find all things recruitment.

- **TA/HR TECH SPOTLIGHT**

To learn about the latest innovations in talent acquisition and human resource technology, our listeners can tune into our Company Spotlights episodes. This series highlight innovative solutions and technology companies so you can learn without bothering to book a demo.

Audience Overview

#1 HR Podcast in Canada. Our Audience is 100% Talent Acquisition professional and leaders (Only exceptions is our mom's!)



The Recruitment Flex

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





Why Podcasting?

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

- **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	Spotlight Pricing
Tuesday Interview Episode	\$1500/Mo	\$1500/Mo	✘
Friday Recruitment Insights Episode	\$1500/Mo	\$1500/Mo	✘
TA/HR Tech Spotlight	\$250/Episode	\$250/Episode	\$2500/Episode



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

JORDAN HARBINGER



The Recruitment Flex

Calgary, Canada



therecruitmentflex.com



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