



Case Study

Event Planning, Management & Promotion (Diversity) -

i2i Networking Series

Client: Hudson Highland Group

Markets: Atlanta, Chicago, Houston, Los Angeles,
New York, San Francisco, Washington DC

i2i
NETWORKING

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Challenge

Fortune 500 companies seeking senior-level management professionals wanted an opportunity to meet and network with African-American and Hispanic professionals without hosting a traditional job fair.

Solution

Richmond Group planned, marketed and provided on-site event services for Hudson Highland Group's i2i Networking Series which enabled companies to interact with screened minority candidates, many who were passive job seekers, for positions. The events included high-profile guest speakers, networking receptions and one-on-one interview sessions.

Results

For three years, the i2i Networking series has successfully paired Hispanic and African-American candidates with minority-seeking companies.

