



## **Women's Forum Survey Top Tips**

Industry leaders were surveyed prior to IMEX 2008 to get their input on the issues to be raised at the Women's Forum 2008. Please see below for findings of this research:

### **What should I put on my CV to make me stand out?**

Most responses centred on experience and qualifications, these being a must have, but suggestions for standing out included:

- "Extra-curricular activities and personal interests. We hire people based on their attitude and ability to train for a skill. A person's outlook on life is more important to us than his/her work experience and academic background."
- "Write a great accompanying introduction letter. This is the best way for a candidate to express themselves and clarify why they are the correct person for the job."
- "Highlight project achievements/accomplishments in previous jobs. Most CVs show only job responsibilities, but very few show accomplishments along with responsibilities. This is a very important factor."

### **What skills do I need to gain a job which requires me to work with individuals from multiple countries?**

- "Personality and attitude. They are the difference between a good representation of your organisation and a bad one."
- "Patience, communication skills and determination."
- "Interpersonal skills, knowledge of other languages is beneficial and exposure to international relations."
- "Multicultural flexibility."
- "Open mindedness."
- "The flexibility to travel - move cities or countries as per the assignment."
- "How well connected they are within their community and/or industry."
- "Ability to work with team environment."
- "Diplomacy and initiative."
- "People skills and congeniality."
- "Broad mind and broad shoulders."
- "The right attitude and enthusiasm."
- "Experience in this type of environment."

Our research also showed that the majority of respondents (70%) agreed that communication skills are more important than knowledge of a country and its business practices, when hiring for positions which require individuals to work with clients from multiple countries:

"You can learn about countries and gain knowledge with the right communication process."



"Communication skills and patience (are more important) - everything else can be learned"

"Communication skills (are more important) - I can use a DMC for knowledge of country/business practice"

The other 30% of our respondents believed that both were of equal importance.

### **What skills do I need today that were not relevant five years ago?**

- "Technology: In our fast paced environment I look for those who are more technically savvy - do they know what a podcast or vodcast is etc?"
- "Ability to embrace diversity and inclusion. Culturally and politically aware and flexible."
- "Creativity, sales orientated skills."
- "Negotiation capacity, communication and marketing skill, technological competences, adaptability, creativity and personal initiative (problem-solving)."
- "Language skills."
- "An interest in the company and knowledge of the meeting industry."
- "The ability to be mobile - willing to move cities / countries / continents if need be."
- "Entrepreneurialism."
- "Ability to be agile, flexible, focus on talent, not title."
- "Cultural and political awareness."
- "Experience in people management."
- "Fluidity, the ability to move quickly and take a different approach if the situation demands."