

# Business Highlights Belgium

- Ineos and Ericsson: biggest customers since years
- Increase of unlimited outplacement
- New candidates via LinkedIn
- Average lead time: 4 months to find a new job
  
- Increase of number of outplacement offices: from 4 in 1997 to 800 in 2019
- Increase of legislation regarding outplacement

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# Business Development

- Extra candidates via LinkedIn: contacting people with “looking for new opportunities” in their profile
- Partnership with accountants, lawyers, business supporting agencies
- Lead fee of 10 % for everyone

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# Marketing Activities

- Sharing on LinkedIn: name is top of mind
- Payment of 10 % fee for a lead
- Sponsorship of sports teams by paying them 10% on the turnover the team brings to M&P:
  - via their members
  - via other sponsors

**MEESSCHAERT & PARTNERS**

OUTPLACEMENT EN LOOPBAANBEGELEIDING

[www.meesschaert.be](http://www.meesschaert.be) +32 (0) 97 67 06



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# Cross Border Business

- Sharing listings does **not** work.
- Introducing a colleague to a specific customer **does** work.
- Logo of OIGP **mandatory** on every one's business card.
  
- Targets 2019
  - In 3 countries Belgium will introduce a member to one customer: setting up appointment between customer and member.
  - Feedback is essential!

