



## STUDENT SOCIETY MAY SOOTHE SELECTION HEADACHES

The next graduate recruitment season is nearly upon us, meaning thousands of hopeful undergraduates clamouring for the few coveted top-tier jobs, and a selection headache for HR managers everywhere. One new initiative promising to help recruiters more easily identify and access top-level student talent is 'Bright Futures'.

### What is Bright Futures?

'Bright Futures' is the new name for the Student Industrial Society (SIS), a national student body with a 32-year history. Relunched in April, the new name is one of a many changes designed to help bring the UK's most dynamic graduate recruiters closer to top-tier student talent.

The rebrand includes a newly created website, with massive social networking capabilities, including a blog, wiki and forums. This will be home to a vast online community, giving members the chance to really sell themselves to potential employers – and recruiters the chance to more easily identify the most capable talent.

### How does Bright Futures help recruiters?

A saturated online marketplace means employers must constantly look for smarter ways to target the most capable students. Bright Futures helps recruiters get closer to undergraduates, and talk directly to the most work-savvy talent. The Society's presidents, in particular, are among the most proactive and accomplished students in the country and, through local and national Bright Futures events, online interaction and a bespoke email service, corporate members can directly access this talent pool. Indeed, by 'headhunting' talent from the Bright Futures committee members, firms can save both time and money by bypassing the traditional application methods, and moving straight to assessment centres.

Bright Futures Director, Simon Reichwald, comments: *"The student membership, from 1<sup>st</sup> Years to Finalists, represents some of the most able, motivated and work-savvy students in the country, and by becoming a corporate member, companies can interact with this unique talent pool, through an online and on-campus national network. By removing a layer of the selection process, Society membership can streamline the graduate recruitment process and increase the speed to hire. "*

For more information, visit [www.bright-futures.org.uk](http://www.bright-futures.org.uk)

**Ends**

**23 April 2007**

### **Notes to Editors**

**Bright Futures** was formerly known as The Student Industrial Society (SIS), a professional body with graduate employability at the fore, focussed on enhancing direct collaboration between industry and the student population. Formerly run by CRAC, the Society has now been taken over by Simon Reichwald, Managing Director of Graduate Success; a specialist graduate-recruitment company.

Having been re-branded and repackaged, it's now an even more attractive proposition for UK businesses. As a not-for-profit organisation, it invests monies directly back into events and services to benefit its student and corporate members. The society offers genuine value and appeal to students, due to the close partnerships between student committees and members, corporate members and the national Bright Futures team.

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