

INNOVATION IN RECRUITMENT SERVICES

Memory Group

Based in Amsterdam, Memory Group is a leader in labour market communications and recruitment across the Netherlands. Specialising in connecting graduate students, starters, and young professionals with job opportunities, Memory Group collaborates with schools and universities across the country to help reach these age groups effectively. The country's top employers now see the innovative firm as a direct link to the country's brightest young talent, with more than 650,000 qualified and motivated career-seekers in Memory Group's database. The company has a 15-strong team of ambitious young professionals working alongside permanent freelancers based across the Netherlands – though Memory Group's rapid expansion means its services has reached the Dutch Caribbean and will soon reach Dubai as well.

Memory Group has developed a focused range of products that connect people with employers, including the annual National Career Fair event – scheduled for March 2024 – and its digital platform Jobnet.nl. The platform enables graduates and young professionals to familiarise themselves with the current labour market, whilst features such as Match&Meet and TalentMatch encourages users to connect with potential employers – the latter offering a Tinder-style swipe and match system. These digital innovations were largely inspired by the COVID-19 pandemic,



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where Memory Group was committed to making major IT investments to ensure that online and offline talent acquisition and employer branding connected flawlessly. The National Career Fair remains a highlight though, renowned as the Netherlands' largest career event and giving young people the chance to connect in-person and digitally with their future employer.

The judging panel was deeply impressed by the innovative range of opportunities that the recruitment specialist provides to young people. Memory Group's Jobnet.nl platform is accessed by more than 55,000 young professionals each month, whilst the annual career event showcases opportunities from a vast range of sectors. The National Career Fair is ideal for graduates and young professionals that have studied law, business, IT, economics, healthcare, hospitality, and technology-related subjects, enabling them to make direct contact with top employers within the Netherlands and beyond. When combined with digital services such as Match&Meet, employers can prepare for the day by building a digital talent pool before the event.

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