

TALENT HEAT MAP CASE STUDY

Location: North Wexford County Council

Conducted by: Abodoo

Dates: Dec 20th 2017 - Feb 1st 2018

Budget: €15K in total

“With Abodoo’s help, we’re estimating +150 new jobs in Gorey and have paved the way for future development and investment.”

THE NEED FOR A SOLUTION

Wexford County Council were looking to support their property solutions by attracting new businesses and inward investment. Gorey was chosen as an ideal location for offering a ‘second site’ to companies already located in Dublin or elsewhere.

To gain a better understanding of the region and the talent it contained, hard data on people who expressed interest in working nearby was needed. This data would also need to assure investors that sufficient manpower was available

Abodoo was identified as the best partner by which to capture this data and LEO Wexford retained their services to pilot the campaign.

THE SOLUTION

Abodoo launched a multichannel and community-driven marketing campaign encouraging Gorey’s surrounding diaspora, unemployed and daily commuters to register their skills on Abodoo.com.

Marketing Campaign Activities included:

- Targeted social media and Google advertising
- Key messaging to +50,000 LinkedIn members
- Email campaigns
- Back of bus advertisements
- Paid advertising
- Flyers
- Radio interviews
- Press
- Word of mouth

Connectivity

On registering with Abodoo, users were required to take an internet speed test to ensure they had adequate connectivity to smart work.

The Hatch Lab in Gorey also took part in the pilot and were identified as being an alternative workspace offering high speed internet and the benefits of engaging with other companies.



THE RESULTS

Talent Heat Map

After 1000 registrations, Abodoo ran surveys to capture additional information which was analysed and used to create a Talent Heat Map of the region.

This map was then shared with government agencies and key decision makers in companies looking for top talent.

Key Findings from Data Collection

- There were 950 registrations between 22 December 2017 and 31 January 2018.
- Of the 950 registrations, 444 (45%) were in IT or IT related roles.
- Of the 444, 138 (31%) lived within one hour commute.
- Of the 444, 151 (34%) would relocate if they secured a role within the town.
- The average expected salary level was less than the city.

Key Results from Talent Heat Map Campaign

- Two new companies located to Gorey and set up headquarters there.
- These companies took desks in the Gorey co-working hub, The Hatch Lab, M11 Campus, Gorey.
- Over 160 new positions in the town and surrounding areas are estimated over the coming year.
- Significant impact to the rural regeneration of towns

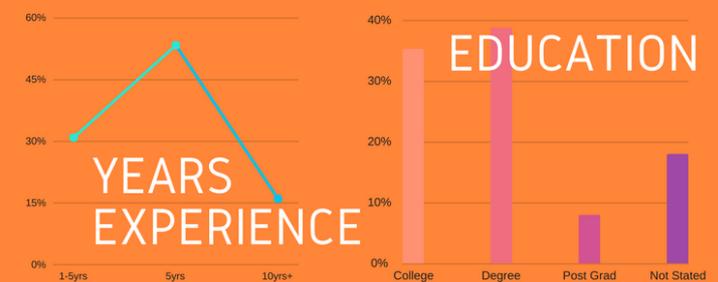
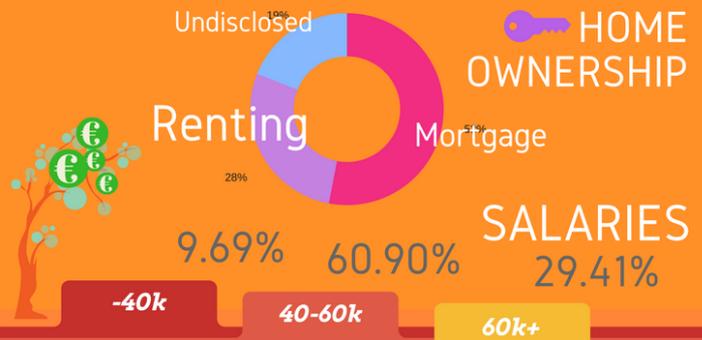
“We're delighted with the results of the Smart Villages campaign. Not only did we discover a wealth of untapped talent, we also gained valuable insights into the professionals living in our area.” ~ Tony Larkin, Director of Services Economic Development & Planning – Wexford County Council.



2018

REGIONAL MAPPING: NORTH WEXFORD

Abodoo.com conducted research to capture skills of tech professional within 1 hours drive of their headquarters at M11 Business Park. Of the total population surveyed* 45% are in the IT Industry. These stats are in the IT Industry. These stats represent IT professionals living within a one hour commute of North Wexford - or who would be prepared to relocate to the area.



SURVEY VOL. 985* Registered Respondents



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