

## Boyden Attends The HR Forum Aboard The Oriana, 6 - 9th May

Tim Blackstone attended on behalf of Boyden Interim Management and found a receptive audience to the likely need for Interims across a number of functions in the coming months.

The delegate attendance was lower than in previous years, possibly as a result of fewer suppliers feeling able to justify the not inconsiderable cost of attending, but on the other hand the organisers, Richmond Events, seem at last to have addressed the multiple company attendances which have artificially swelled numbers in prior years – at the suppliers' expense!

Overall, the seniority and empowerment of the attendees was good and the interest in Interim Management was very high. The market has definitely moved on – just 3 or 4 years ago, much of a 30 minute one-to-one with a delegate would have been taken up with explaining the benefits of using an Interim whereas this time around the discussions were much more focused on when they would be used rather than 'if'; the main need is for change management and transition with less immediate need for core Interim disciplines such as HR and Finance but the latter two were viewed more as a short-term lull rather than an indicative trend in the marketplace.

We do believe in having a presence at these major events, where we secure around 35 quality one-to-one 30 minute meetings and generally we expect to recoup our investment in attending within 2 to 3 months. This years already looks set to beat that. We have already booked our passage for the same event next year as well as being already committed to a one day forum for Finance Directors in mid June and the main Oriana based 4 days event for Finance Directors later this year.