



DataArt

Nice to meet you!

Anna Velykoivanenko

Labor markets marketing strategy

Brand management

Head of employer branding at DataArt
(~50 ppl)



Global Software Engineering Firm



23

years in operation

3800+

specialists

20

development centers

<10%

attrition rate

10

countries

31%

women

2020 Ukraine



Ukraine

- #9 in “TOP 50 IT companies” ranking 2020 \ Developers.Org.Ua (in top 10 since 2012)
- #5 in “IT Employers ranking 2020” \ Developers.Org.Ua (1-5 since 2016)

The fifth place in ranking

- 2 HR Brand Awards 2020 (second year in a row)
“Wellbeing project of the year” and “Nominees choice” category
- #5 in “Credibility of IT companies” rating \ PointeR Agency
Companies with positive credibility in Ukraine

2020 Global



Russia

- TOP 20 IT Employer Brand ranking 2020 \ Habr.com (top 5)

Poland

- 100 Women in Business 2020» ranking \ Puls Biznesu magazine

Julia Diatczyk was included in ranking as a leader of a company of yearly revenue up to 50M PLN

- Best IT Employer 2019/2020
3rd place in ranking

Argentina

- “Best Employers 2020” ranking / Apertura magazine (top 25)

Bulgaria

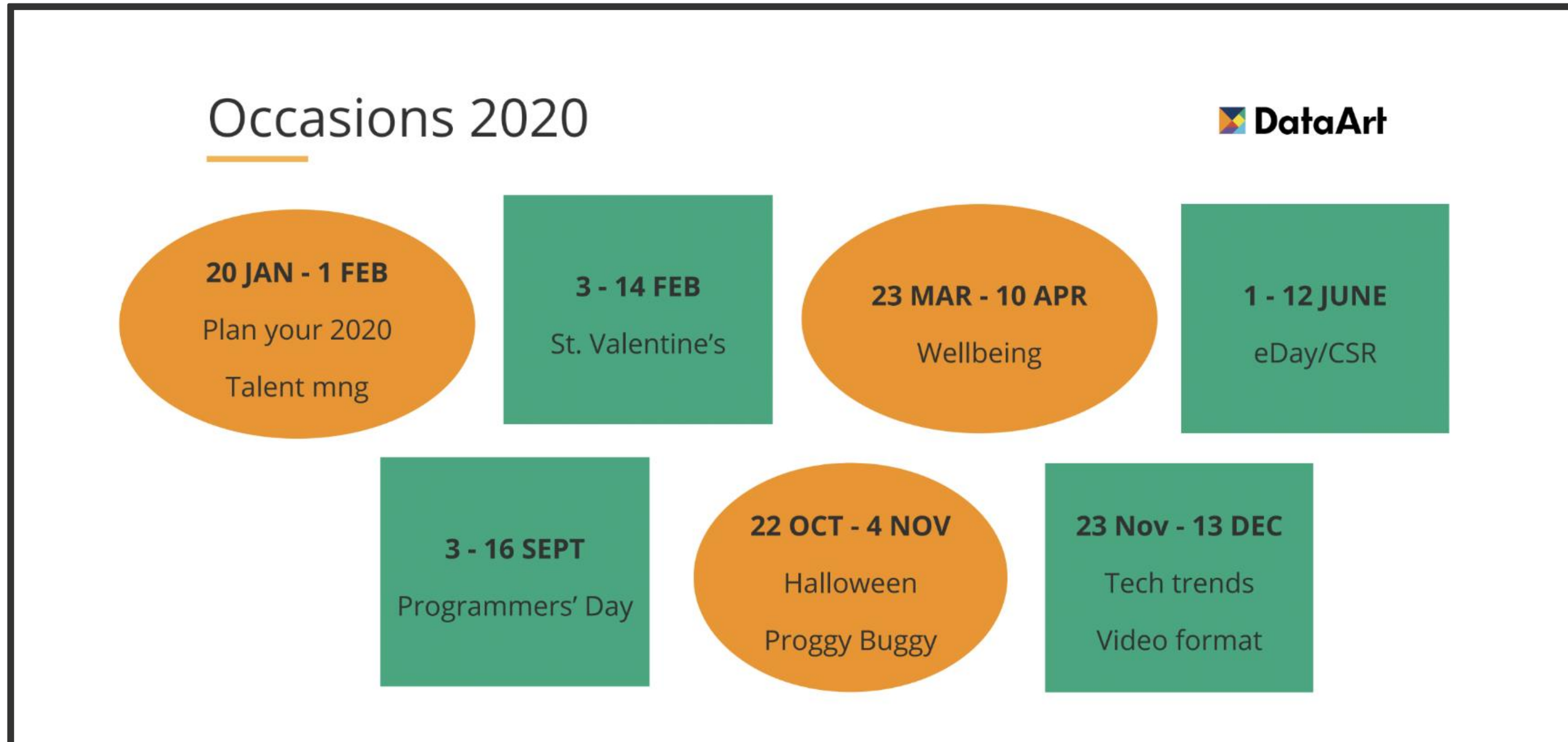
- Career Show Awards 2020 / Skillotron
Silver prize, “Technologies in HR” category
- “The Greenest Companies in Bulgaria” contest 2020 / Eco Weeks, “Green initiative in Covid-19”
- B2B Media Awards 2020 / Skillotron
2nd prize, “Project with educational focus in the field of business” category
- “ICT TOP 100” ranking 2020
1st prize, “Profit/Revenue ratio” category
and “Total average annual growth rate” category

UK

Highly commended award in Employer Branding Innovation / Skillotron

Context

Brand plans 2020 vs COVID-19



Offline Goes Online

- 1. Dedicated video team
- 2. CRM and mailings team
- 3. Webinars timetable + external timetable to avoid overlapping



Lessons learned 2020



- Employer branding strategy is a subset of the overall business strategy (min – HR strategy)
- We made 3 scenarios based on headcount fluctuations, we used them all in 9 months
- Do not cut marketing spending, reprioritize
- Keep the team
- Defend your EVP
- Plan your effort but be open minded about content

Ex., work from home, wellbeing, eco

No mandatory fun



today



2:55 PM

привет! у нас вопрос в whistle-blowing формочку пришел с просьбой рассказать-таки про "куда писать часы". <https://better.dataart.com/app/w/13371>

DataArt XXIII birthday party/July 2020

DataArt 23th Anniversary

- 10 countries, 20+cities, 3500 specialists
- Online
- 3500 personal greetings
- \$ 100



DataArt is turning 23 years young tomorrow! Let's party!

Happy DataArt's birthday!

This year has been very ... um, how to put it? It's complicated: it's been successful but devastating, scary but full of love and mutual support, crazy but fun. Well, we're not sure what to think of it.

But the only thing we know for sure is that we would not

**Dear Nadezhda,
thank you for many amazing years with DataArt, your
responsiveness and helpfulness!**

Please accept our deepest gratitude to you personally on this glorious day! Thank you for being an awesome friend and colleague!

Please join the [DataArt birthday zoom-zoom festival](#) in -
-Teams! Zoom-zoom in Teams, funny, right?! =)

Looking forward to many more years together!
Love,

DataArt Zoom-Zoom Festival [in Teams]



Everything in the world is changing in an unprecedented way but one thing is for sure: the 4th of July is DataArt's 23rd anniversary! Let's celebrate!

July 6, 15.30 – 18.30 UTC. Year's Results Presentation & DJ Set!

Yury Kabrits along with practices leaders are announcing last year's results to all colleagues at the same time and after that we'll all enjoy an incredible live DJ Set!

July 7, 16.00 UTC. Evening couch with DataArt (ENG)

DataArt's older residents (those colleagues who have been working for the company 20+ years) will share funny stories, tell some legends and mention facts on the history of DataArt because on our birthday we also get a little nostalgic!

July 8, 16.00 UTC. Evening couch with DataArt (RUS)

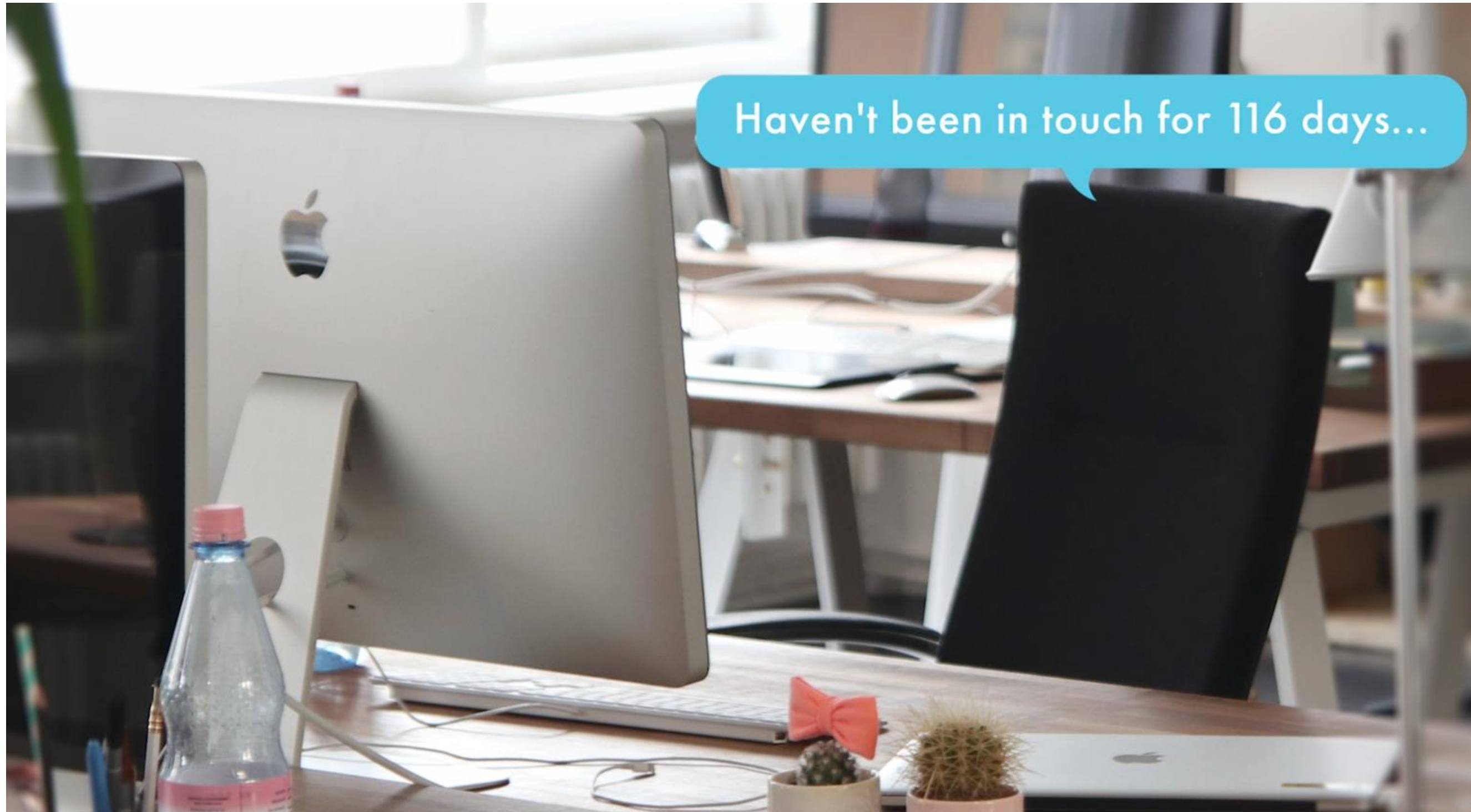
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July 9, 15.00 UTC. Environmental and Social Performance Program couch talk

We are transforming our various Corporate Social Responsibility initiatives (both large and small) into a structured corporate Environmental and Social Performance Program (ESPP), and our birthday is the perfect time to share with you what we have been doing and what our plans for the future are!

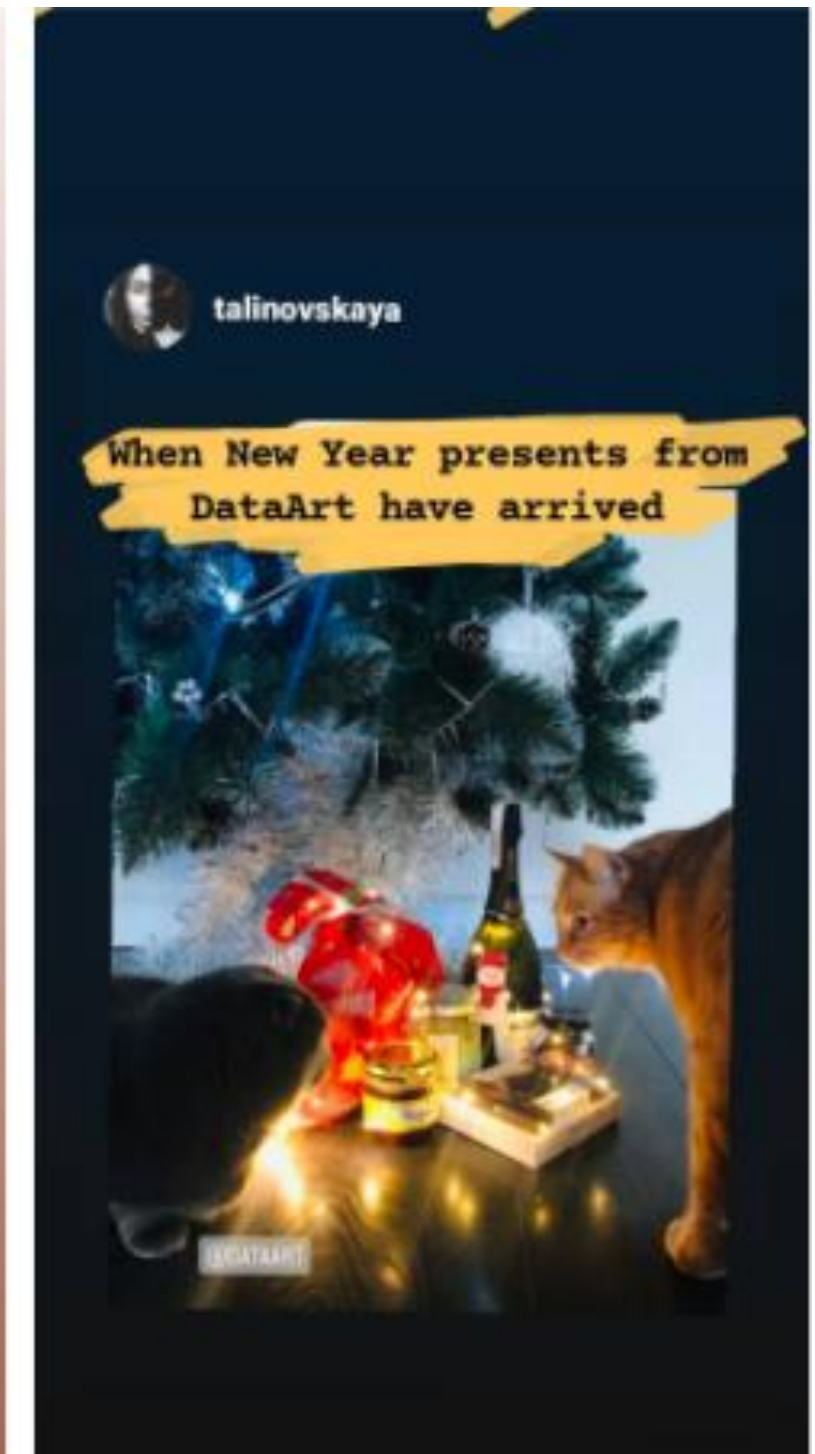
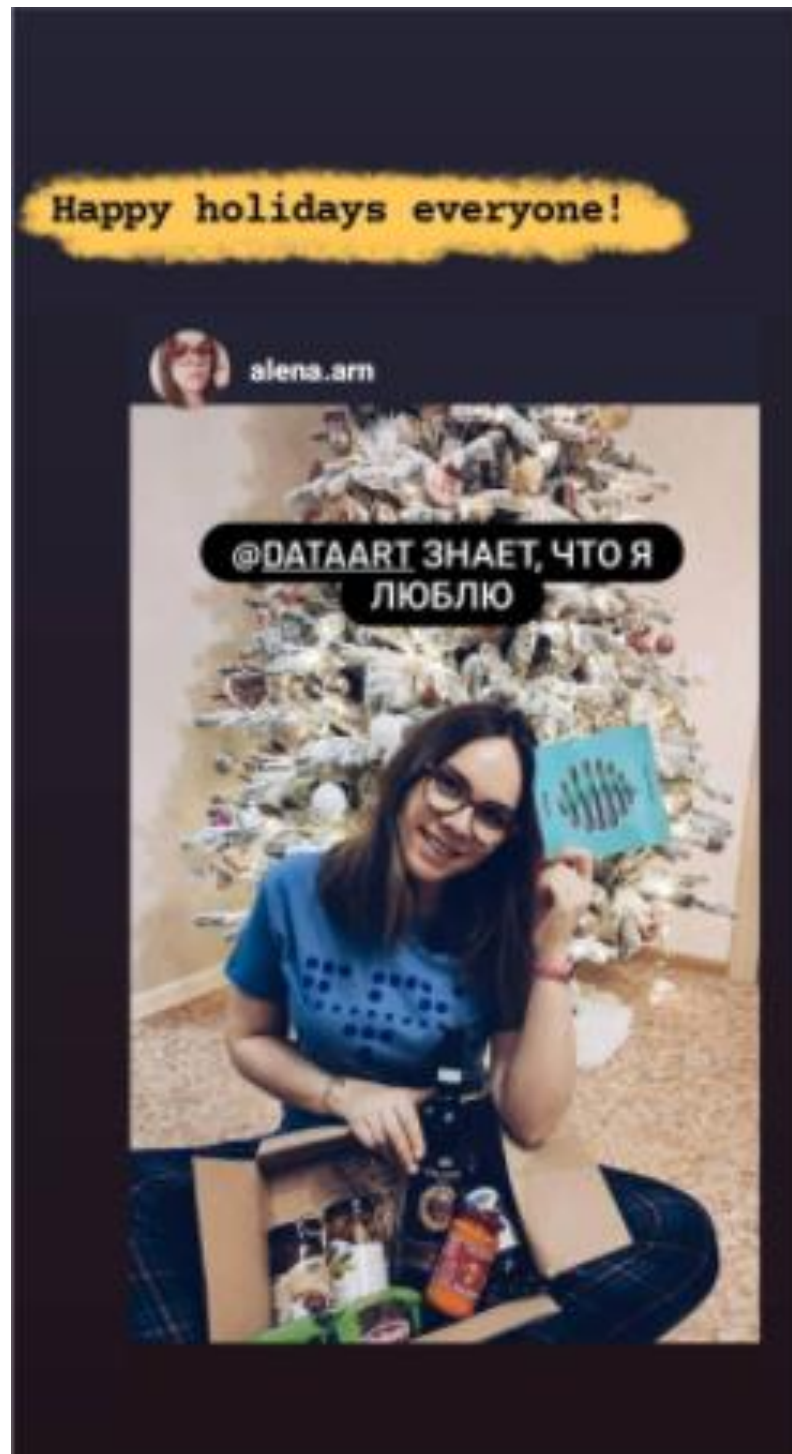


WFH Video



DataArt New Year Party 2020/2021

NY gifts (blast from the past + personal touch)



Celebration Online



2 events:

December, 21, morning

December, 28, evening

1K+ participants (~30% of DataArt)

Budget

Platform \$26 000

Entertainment – \$100 (DJ)

Program



- Team Satisfaction Results 2020 and labor marketing plans 2021
- Snowball fight/music
- DataArt Magic Skills
- DataArt talent show
- Dance flash mob
- Holiday Greetings from leadership
- Holiday cards exchange/music
- Ducks quiz
- DJ set









New Year Video






 **DataArt**
Published by Andreev Alex · 30 December 2020 at 17:47 · 

Один из важных плюсов DataArt — вместе нам весело, даже если корпоратив проходит онлайн. Приходим в себя. Простите, если что.



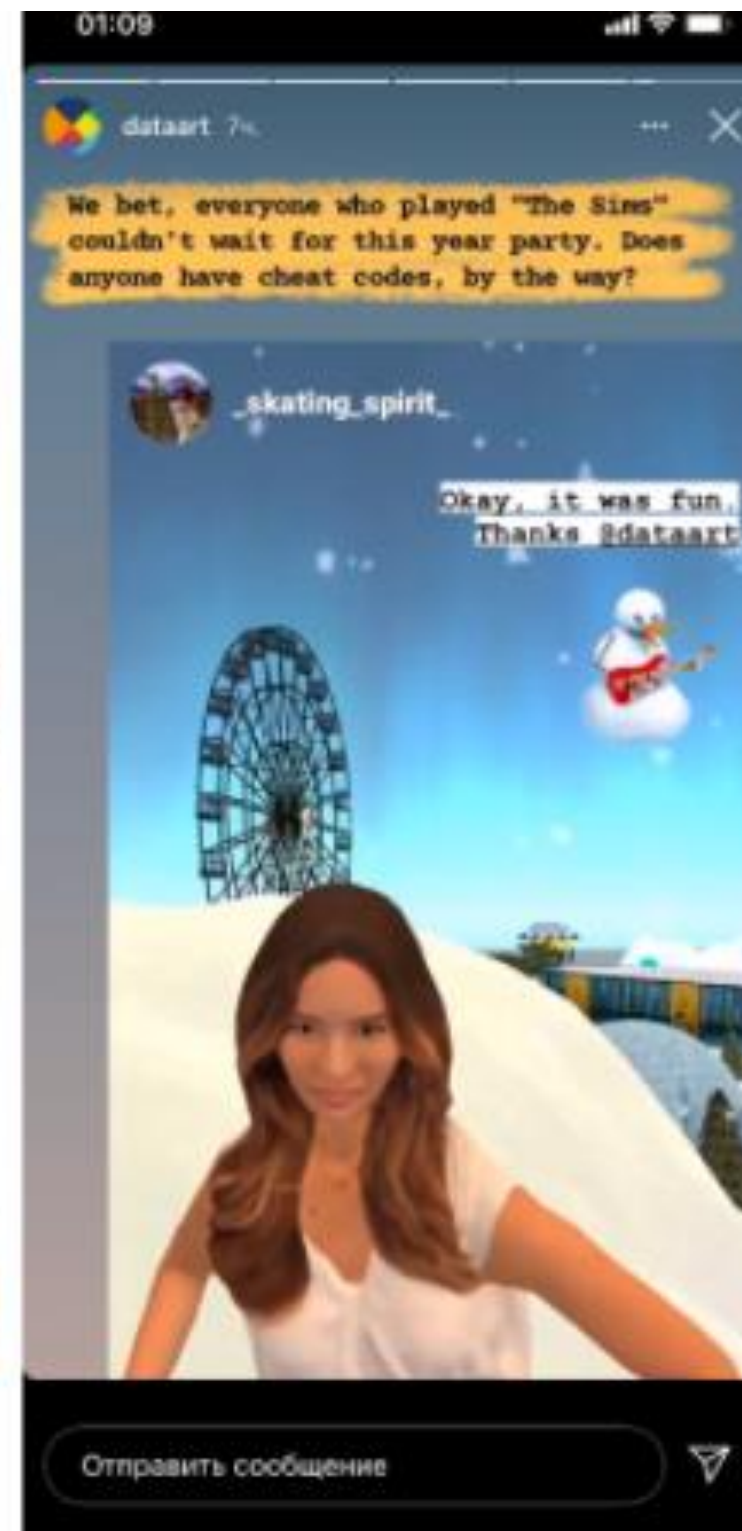
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3,192 People reached 298 Engagements [Boost Post](#)

   46 2 comments 7 shares

<https://www.facebook.com/DataArt.Dev/videos/1902771976531498/>

UGC



Lessons learned



- Compliance first!
- People do not read instructions
- Easy registration form, video instructions, links to download – in advance
- Tech support during the event
- Old ideas still work
- Personal touch is crucial

How to plan?

Business needs:

- Remote offering
- Headcount growth
- CSR
- Employer branding is long-term strategy: no immediate value decision, keep future developments in mind (cost, organizational growth, operational difficulties, headcount turnover)

Circumstances:

- Remote/Online by default
- 2021: hybrid workplace (flexible movement)
- Rethinking our office spaces
- 1 event vs. series of events vs. party space
- Social component (CSR)
- Q3: Offline optional for events (hypothesis)

Join DataArt!

