



GTI Ireland Launch Event

21 JULY 2026



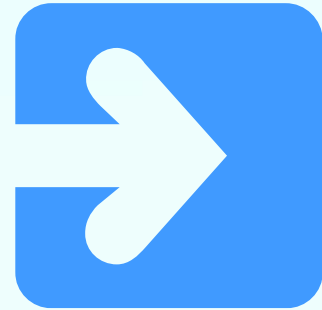
Welcome and scene set



Gavan O'Brien

MD, Ireland

AHECS and GTI, partnering since 2002



gradireland

gradireland is an AHECS/GTI partnership and jointly owned student brand

Setting the scene



AHECS : Helping careers teams to develop their own skills and share best practice approaches and resources

Established 57 years ago in 1969
(as AIUCAS)



GTI : Pioneering Student Futures

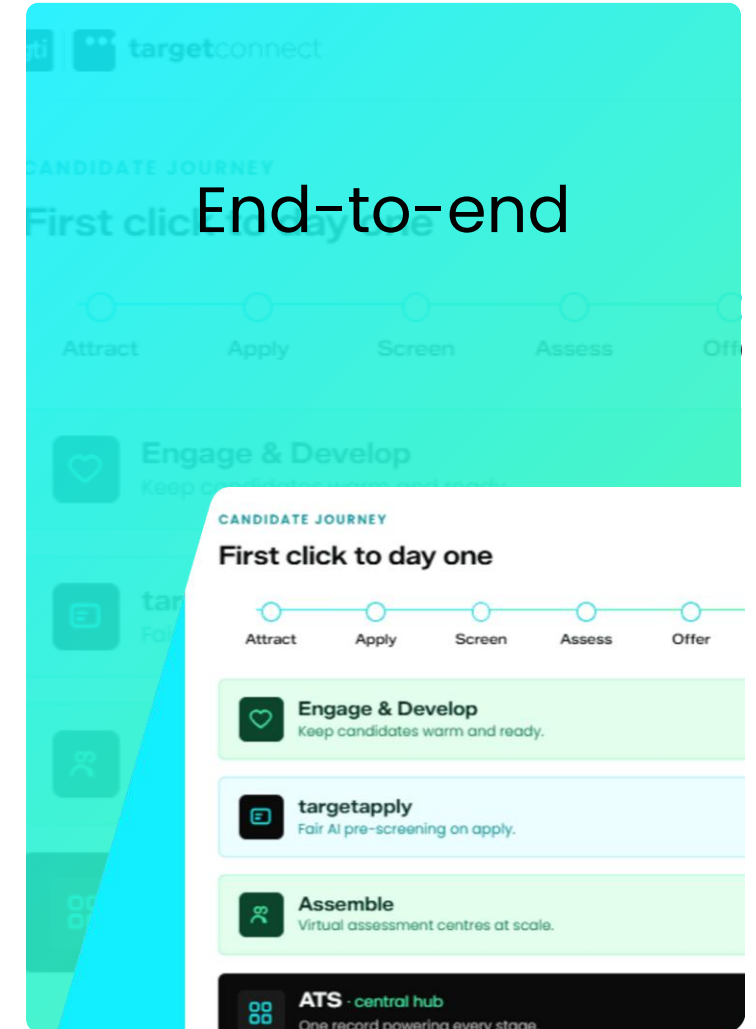
Established 37 years ago in 1988

Setting the scene

Publishing

Media

End-to-end



GTI & Agenda



Dan Doherty
Head of Marketing

How gradireland & GTI works: universities

02 CONTENT

gradireland.com

- Registration advocacy
- Careers advisory content

Publications:

- Annual gradireland Directory
- Ireland's Top100 employers
- Sector guides: Technology, Finance, Law

02 EVENTS

- Graduate Careers Fair
- Undergraduate of the Year Awards

New for 2026:

- Females in Finance
- Engineer your Career in STEM
- Belong in Law

PLANNING SUPPORT

Student Insight

targetconnect analytics
Cibyl Research
Cibyl AI [future roadmap]

----- Some universities - GTI -----

targetconnect

SYSTEM OF RECORD

01 EMPLOYABILITY

Career direction & skills

Career advice and guidance
121 Appointments
Skills self-appraisal
Content
CV Reviews
Practice interviews & ACs
Career Inspiration AI

02 OPPORTUNITIES

Roles

Events
Fairs
Graduate Schemes
Internships
Placements
Jobs

03 STUDENT SERVICES

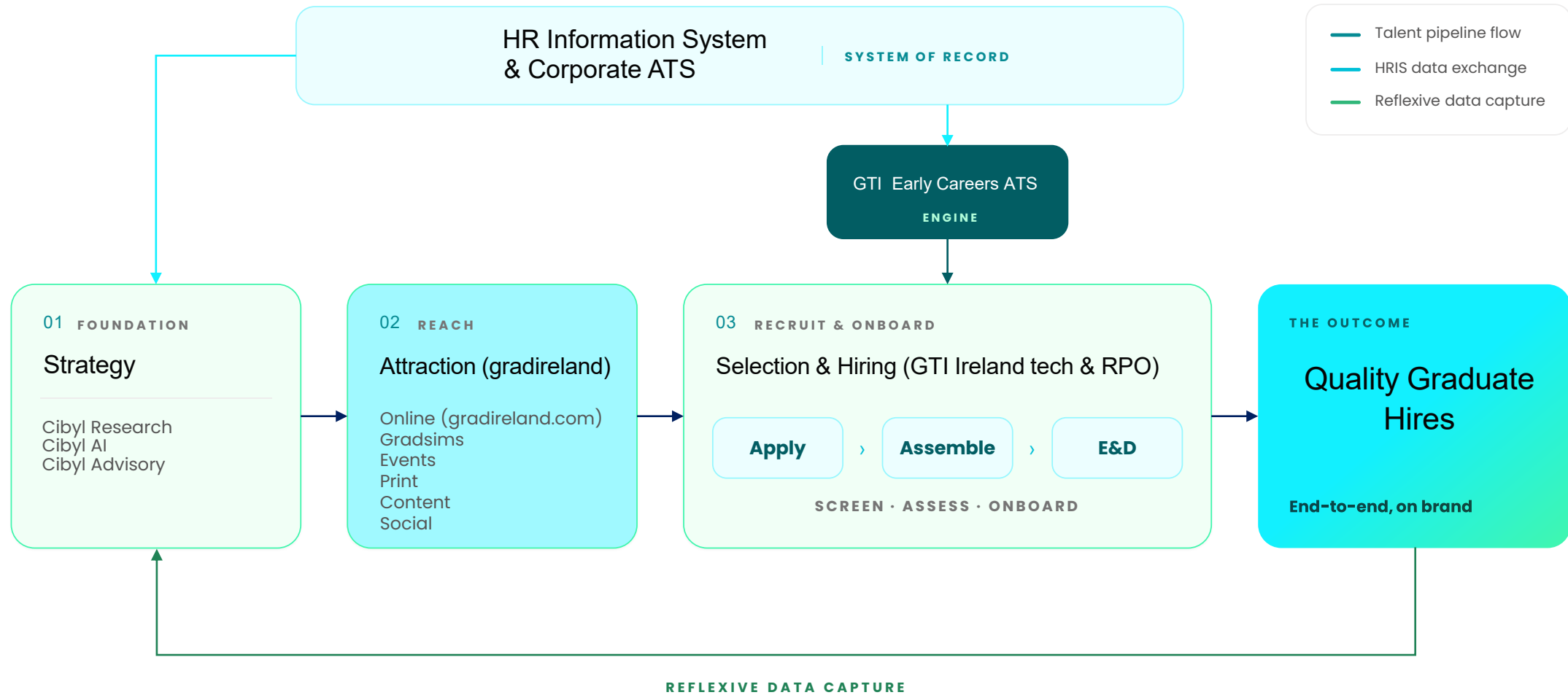
Student Services

Mental Health/counselling
Study Skills
Finance & Money
Disability
Accommodation
And more ..

THE OUTCOME

Maximised
Graduate
Outcomes

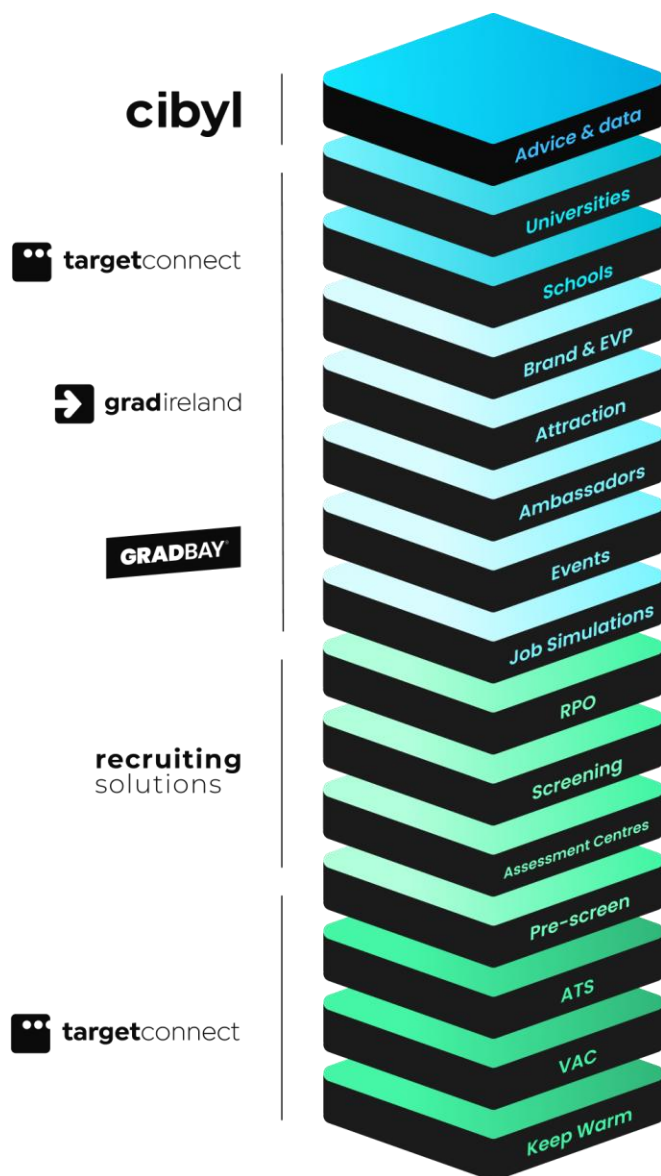
How GTI Ireland works - employers



GTI end-to-end support - employers



Platform & Services for early careers
Strategic advice → hiring → pre-boarding



Advice and data

Cibyl student perspectives (11,000) + GTI recruitment experience + your data
Review and advice : Brand. Process. Screening & Assessment. Pre-boarding. Programmes. L&D

Attraction & Sourcing

200,000+ gradireland platform reach and a network of 16 Irish universities.
We combine gradireland, pre-screened programmes, events, campus roadshows, and specialist social channels.
For niche or hard-to-find roles, Gradbay provides direct sourcing of pre-qualified candidates.

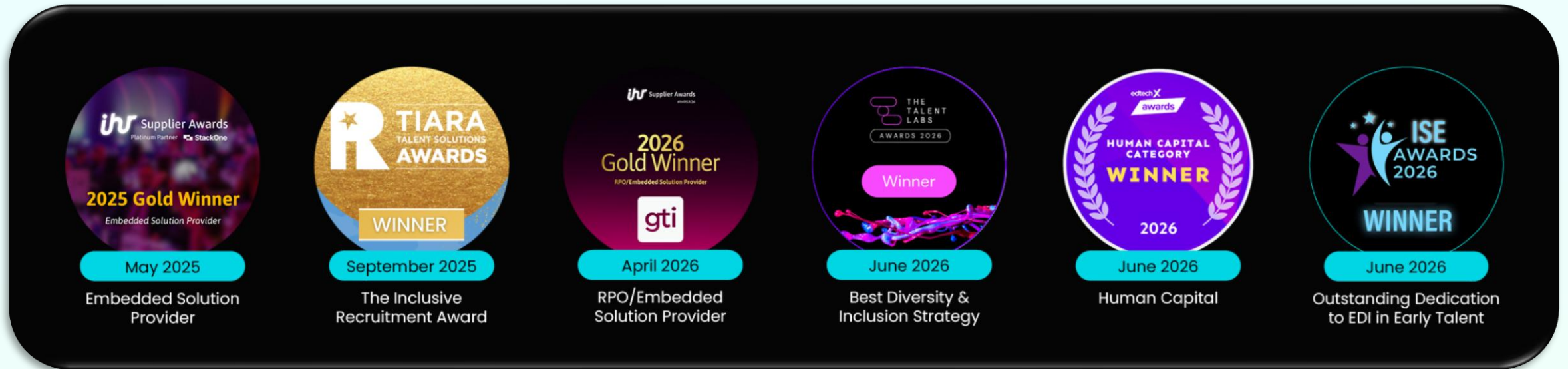
Screening, assessment & RPO

targetApply – AI enabled conversational pre-screen tech. Additional services such as fully embedded RPO to assessment reviews, short-term surge screening and Assessment Centre support.

Specialist early careers technology

Designed specifically for early-careers and high volume, targetconnect Candidate Management ATS manages selection, Assemble for virtual and in-person assessment and development centres, and Engage & Develop to help candidates prepare, stay engaged and develop skills.

Award winning end-to-end strategies and solutions



Events coming up...

Breakfast News

gti breakfast
news

Gen Z Wo
Unreading

Sector Roundtables

Networking Events

Today's speakers



Sarah Roche

Cibyl & Advisory Practice Lead
Student insights and employer trends



Tristan Mathieson

AI R&D Lead
Cibyl AI



Aaron Fahy

Marketing Campaigns Manager
Managed Attraction



Ben Carter

Solutions Lead
Emerging talent operating system



Lizzie Robinson

GTM Enablement & Ops Lead
targetconnect tech demos



Conor O'Reilly

Head of Student Success
Student panel

Student insights and employer trends



Sarah Roché

Cibyl & Advisory Practice Lead

Cibyl overview



100,000

students surveyed every year

300M+

structured data points

6+ years

of longitudinal history

2,200+

institutions across UK & Ireland

FLAGSHIP RESEARCH Cibyl Graduate Insights • Student Mental Health Study • Levelling the Playing Field in Law • AI & I

Research

The largest longitudinal early careers dataset.

Cibyl AI

AI built on our data: live insight, plus candidate tools like career advice and interview practice.

Advisory

Benchmarking and board-level analysis. The expertise to turn data into decisions.

IRELAND, IN ITS OWN RIGHT

Cibyl Graduate Insights Ireland 2026

Not a UK study with Irish respondents folded in.

11,991

respondents

30+

institutions

**Sep '25–
Feb '26**

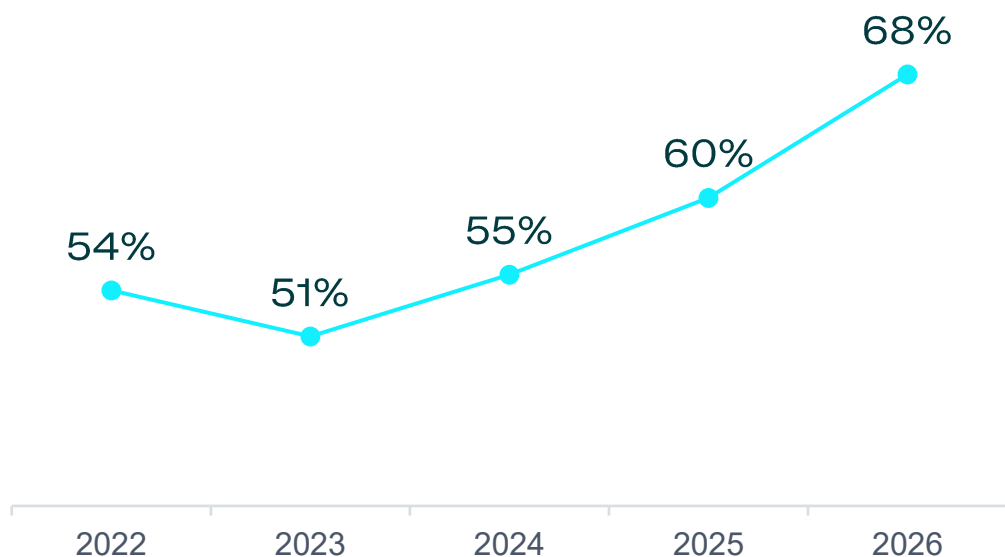
fieldwork

The headlines

MARKET SIGNAL	2026	CHANGE	WHAT THAT MEANS
Students targeting a graduate scheme	24.2%	↑ 5.6pp	Structured programmes are becoming more attractive
Average expected starting salary	€43.7k	↑ 0.2% from €43.6k	Salary expectations remain firm
Looking for their first job across Ireland	50.7%	↑ 5.1pp	The potential national talent pool is widening
Would never use AI in recruitment	35.4%	↓ 18.3pp	AI-supported applications are becoming normal
Intend to remain with a preferred employer for 3+ years	73.3%	NEW 2026	Candidates are open to retention when the proposition is right

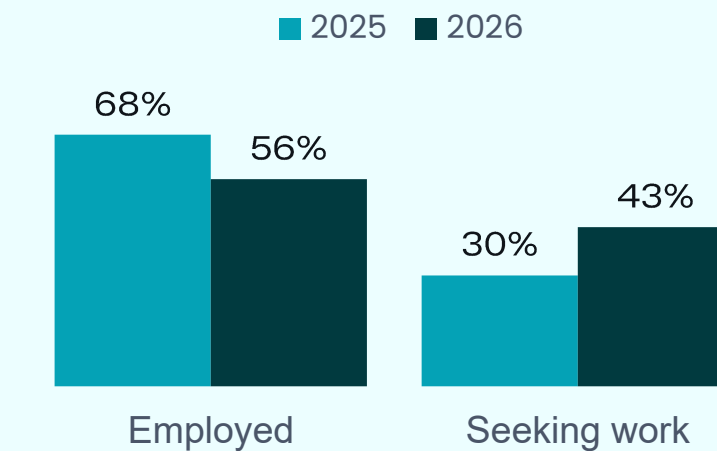
The decline of early careers roles: clickbait, or structural?

“IT WILL BE TOUGH TO GET A GRADUATE JOB” —
AGREE



73% of graduates found it tough to get a job this year, up from 66% in 2025

EMPLOYED vs SEEKING WORK



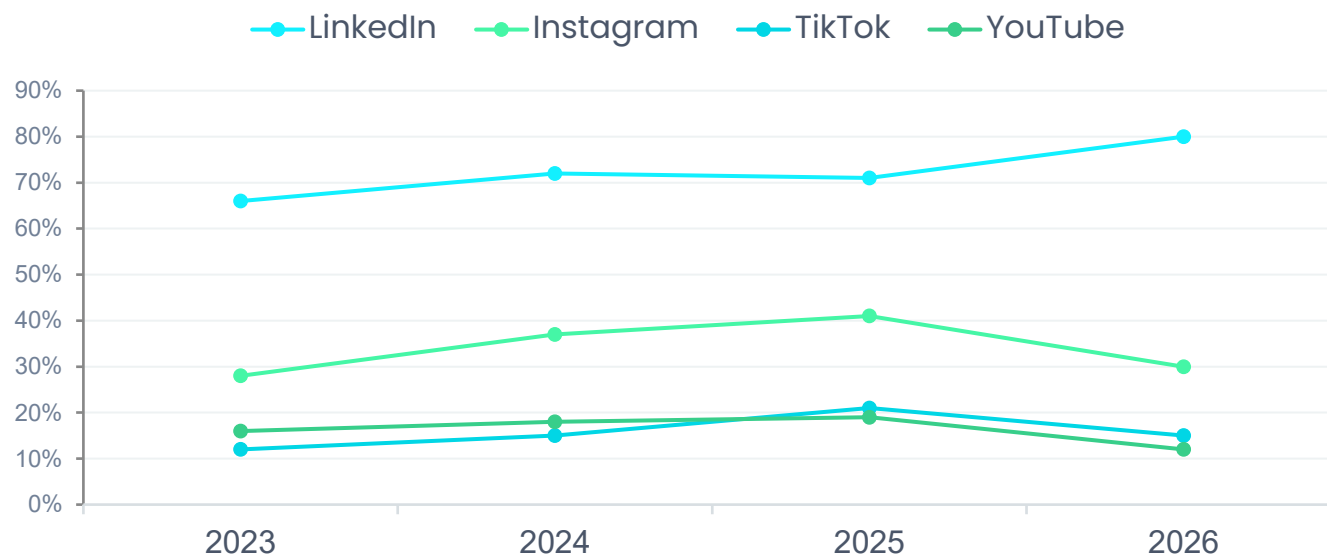
UNDERGRAD EMPLOYMENT (HEA)

77.1% (↓ from **74.9%**)

since 2022, while unemployment has climbed from **3.7%** to **5.6%**

The social channels students trust are changing.

SOCIAL CHANNEL USE FOR JOB SEARCH:



82%

of students engage directly with employer content on LinkedIn itself, the single biggest reach social channel now

49% vs 10%

prefer in-person engagement (careers fairs top the list) vs digital-first channels

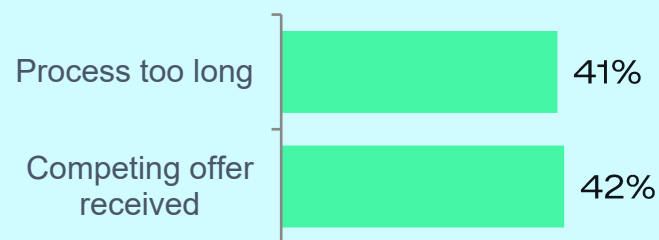
Retain high value in person activity and focus on authentic human content online through socials.

Speed of process and trust more important than ever.

25.6%

candidate drop-out in 2026, up from 21% in 2025

TOP REASONS FOR DROPPING OUT



64%

dislike recorded video interviews, the single most-abandoned stage of any

AI IN SELECTION: A TRUST ISSUE

53% uncomfortable with AI screening applications **72%** uncomfortable with AI reviewing interview video

55%

of employers cite graduate work-readiness as a top-5 hiring challenge.

TOP SELF-RATED SKILLS

Problem-solving 38%
Critical thinking 32%
Communication 30%

↓ 7%

in performance on 'critical thinking' skills in assessments, **but stronger in every other skill.**

52% of students want an internship but haven't completed one**TRAINING PROGRAMMES AREN'T NECESSARILY CLOSING THE GAP****60%**

received work readiness training during onboarding

only 48%

said it was actually useful.

01



Perception

High levels of anxiety, with reason

02



Attraction

Social is changing, authentic content wins

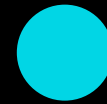
03



Selection

Speed and AI transparency are now key

04



Onboarding

A support gap, not a skills gap

Cibyl AI

The intelligence behind emerging talent strategy

Ask Cibyl AI

Unlock your data-driven edge in student recruitment with deep Cibyl AI deep research

Ask anything ...

Fanclub

Attach files

Show me trends in salary expectations for this year

How important is company culture to

What do students value most in potential employers?

What are the top retention factors for

Managed Attraction

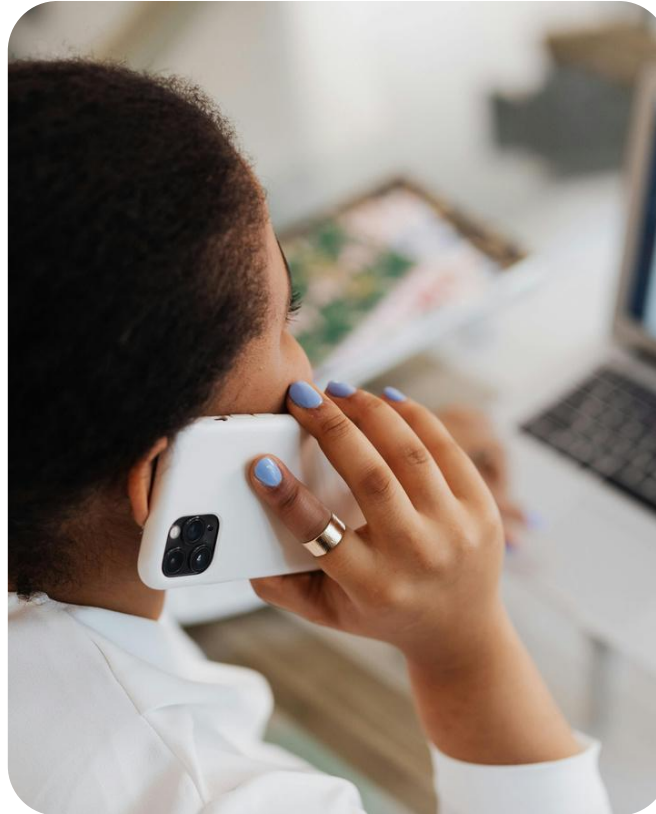


Aaron Fahy
Marketing Campaign Manager

Managed Attraction Solutions



LinkedIn
Outreach



Follow On
Consultations



Social Media
Advertising

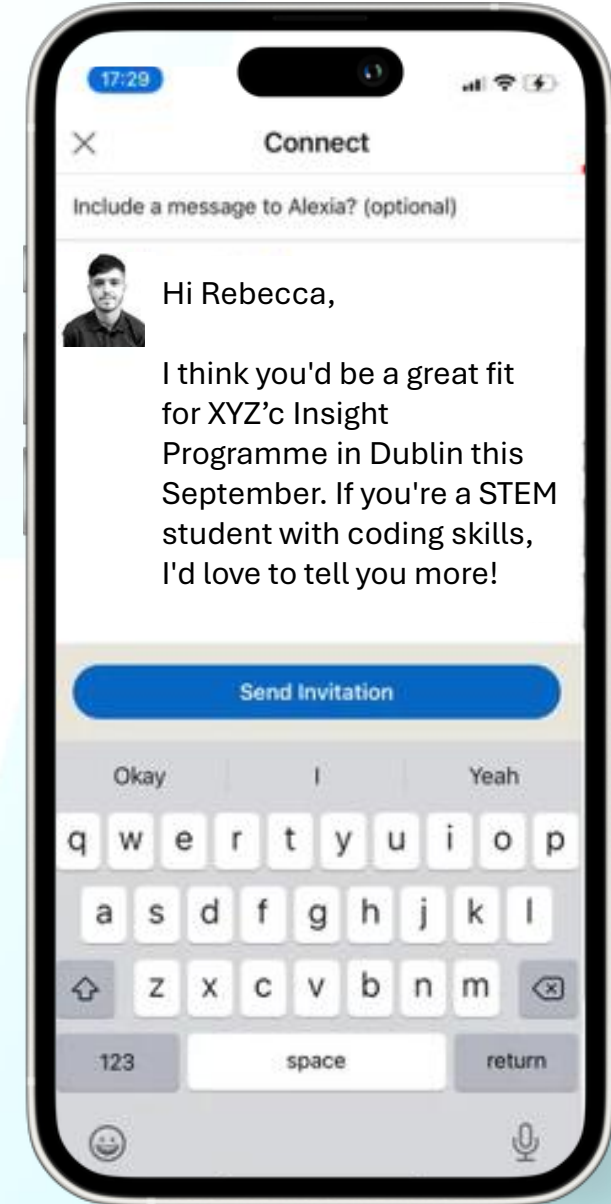
LinkedIn Peer to Peer Outreach

Real *People*, Real *Conversations*

A trained pool of ambassadors reaches out to your ideal candidates on LinkedIn with your role or vacancy, one to one.

Using pre-approved messaging and follow brand guidelines, a connection request opens the door; once accepted, we guide the conversation, encourage suitable candidates to apply, and track pulse, intent to apply and sentiment along the way.

Trusted clients:



Follow On Consultations

The *Personal Touch* for *Golden-Ticket* Candidates

Standout candidates surfaced throughout our outreach get a direct, personal follow up, a phone call or SMS talking them through the role and the opportunity.

Trusted clients:

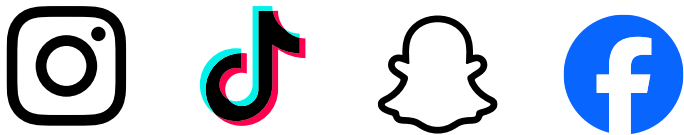
Third Bridge **TTT** **FRESHFIELDS**



Social Media Advertising

Precision-Targeted Campaigns That Build *Reach*

A proven multi-channel, targeted solution for brand awareness connecting employers with the next generation of talent via bespoke content, paid social and social media expertise.



Trusted clients:



AECOM



Enterprise Mobility™



Emerging talent operating system



Ben Carter
Solutions Lead



The AI Landscape

Two schools of thought

The tension between these two postures defines the current hiring landscape.

Combat

AI is an arms race: detect, filter, and penalise machine-generated applications.

Embrace

Adjust assessment toward human attributes AI cannot replicate, such as empathy, judgment, and adaptability.

The detection vs. embrace divide

Combat camp

77% of UK leaders say candidate AI use makes identifying talent harder.

69% of bosses now prefer applications with minor spelling errors: proof of human authorship.

Embrace camp

Only 14% encourage AI use at application stage, yet 91% expect daily AI use once hired.

McKinsey tests candidates on prompting its internal AI tool "Lilli" in final-round interviews.

The applicant's dilemma

Tactical empowerment

Over **50%** of graduates use AI for applications. Tools like Rezi, ChatGPT, and Copilot make polished communication available to everyone.



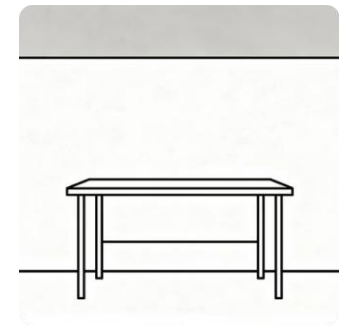
Vocational anxiety

63% of UK graduates worry AI will affect their careers. **11%** have already changed career plans due to fears that their jobs will become unnecessary.



The grey ceiling

If entry-level roles are automated away, the pipeline for future senior talent is severed, locking new entrants out of the job landscape entirely.



Reclaiming the human premium

Emotional intelligence

Empathy, resilience, self-awareness.

Complex problem-solving

Contextual judgment, ethical reasoning.

Relationship building

Employers 11× more likely to list this as required skill vs. last year

Warning:

54% of employers report graduates fail to meet basic expectations in self-awareness (up from 35% in 2023).

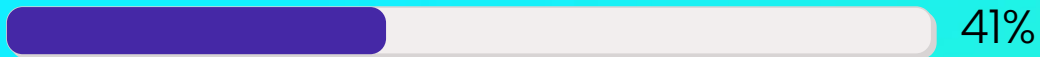
46% note severe deficits in resilience.

The diversity paradox



Women in UK AI roles

Down 4pts since 2020



UK tech firms with zero minority employees



Rate at which AI favoured white-associated names

Univ. of Washington, 2024

The illusion of objectivity

AI tools are trained on historical hiring data, so they replicate past decisions at scale. One study found AI never once favoured Black male names over white male names across 550 real CVs.

Amplifier, not leveller

Women are 25% less likely to use digital tools. As AI prompting becomes a hiring requirement, the gap widens before candidates even enter the workforce. The ICO is now investigating whether AI screening algorithms are actively harming diverse candidates.

Why should organisations adopt an AI pre-screener?

The problem it solves:

- The volume of applications per vacancy has exploded, **straining legacy processes**.
- **CVs are a weak signal** of performance, with less than 7 seconds spent on average in review.
- AI has homogenised candidate pools, so it's **harder to pick out the best** performing candidates.
- **Candidate experience has suffered** as they turn to “one-click” applies.
- Screening becomes blunt, inconsistent, and **impacted by bias**.

What an AI pre-screener brings:

- Candidate-first entry point – generating an **excellent experience** from the application stage.
- **Stronger signals earlier** in the process by doing early qualification.
- **Reduce expensive assessment costs** as higher volume are screened out at the top of the funnel.
- **Fairer, more consistent scoring** using the same structured criteria in the same way, each time.
- **Infinitely scalable** to candidate volumes, with an always on screening model.



Emerging talent operating system

Emerging talent operating system

targetconnect ATS , first launched 7 years ago acts as a 'hub' from which a fully connected ecosystem can be created, from application through to start, providing a single candidate platform and a 'command centre' for hiring teams.

targetapply

Top of the funnel application qualifier and quality check.

- Check candidate eligibility before they apply.
- AI scored work sample assessments
- Mitigate against auto-AI applications.

targetconnect Assemble

Platform for delivering seamless assessment and development centres.

- Dynamic, smart scheduling
- Seamless candidate and hiring manager experience.
- Near-live reporting and Integrations with existing system and assessment providers



targetconnect ATS

Purpose built candidate management platform for running scaled early in career recruitment campaigns.

- Native Looker reporting and integration with PowerBI
- Bulk process applications and set up auto-processing workflows
- Fully customised application processes for each role

targetconnect Engage & Develop

Self-managed content and engagement platform.

- Candidate 'hub' during process with simple communications.
- Host skill-pathways for upskilling during process.
- Share pre-start materials, events and plans.

targetconnect technology



Lizzie Robinson

GTM Enablement & Ops Lead



targetapply

Fair, fast, pre-screening of talent at scale.

S&H

STERLING & HALE

ATTORNEYS AT LAW

Recruiter portal

Services

My Enquiries

Paralegal, Disputes

Sterling & Hale • London, UK

Job set up

job info

Candidates

Screening

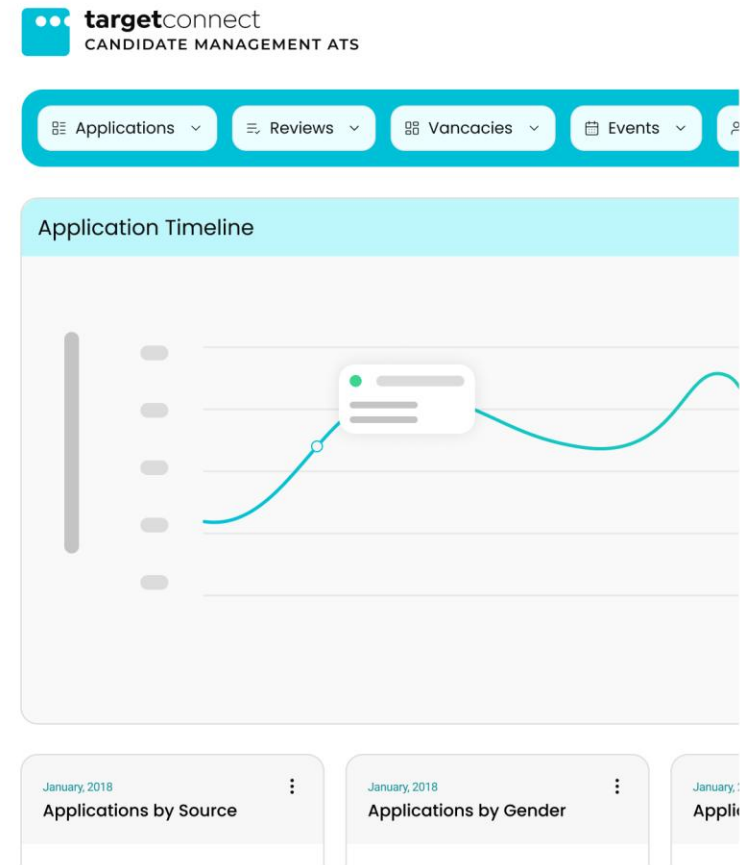
Reporting

All candidates (12) ▾

☐ Candidate ↑↓	☐ Eligible ↑↓
☐ Theo Wright theo.wright.76@example.com	60 1 1 ✓ Yes
☐ Isla Brown isla.brown.79@example.com	60 1 1 ✓ Yes
☐ Saoirse Patel saoirse.patel.70@example.com	60 1 1 ✓ Yes

Candidate Management ATS

One system, with full visibility.



Assemble

End-to-end Assessment Platform

targetconnect
ASSAMBLE

Welcome to your assessment day

Today you'll be taking part in a series of activities designed to showcase your skills and potential. Good luck and remember be yourself!

2nd July Session

Schedule

Thu 2nd

10 AM	10:30	Welcome Meeting
11 AM	11:00	Inbox Simulation
	11:30	Strategic Analysis Presentation

Your activities



10:30 - 10:50
Welcome Meeting
A brief welcome session to settle in.
[Join now →](#)



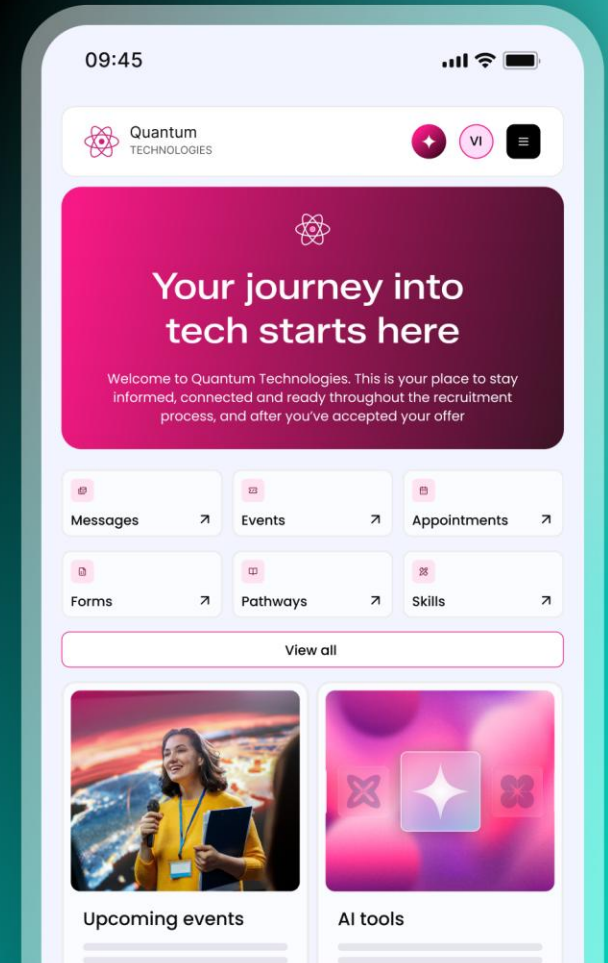
11:00 - 11:10
Inbox Simulation
An Inbox-based exercise to prioritise and respond.
[Join now →](#)



11:30 - 11:50
Strategic Analysis

Engage & Develop

Keeping candidates warm,
informed, and ready at every stage



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Student panel



Conor O'Reilly
Head of Student Success

Panelists



Jonny Lane

TU Dublin City Campus

Business and Law



Rónán Ó hící

UCD

Law with Irish



Adewamiwa Ogunwusi

Maynooth University

Business and Accounting



Aimee Cloake

Trinity College Dublin

Business, Economics, and Social Studies



groupgti.com

