

Success Story

Global Sporting Event



Business Issue

In 2016, Rio de Janeiro hosted one of the highest profile sporting events in the world. With 10,500 athletes from 206 countries participating, the organization in charge of this event needed a workforce partner with the expertise to attract, hire and mobilize the diverse, competent workforce needed to host a world-class event.

Solution

ManpowerGroup was called upon to fill 15,000 positions – from highly skilled tennis line judges and broadcast media technicians to experienced customer service and food service workers.

The candidate experience was designed to be high-tech, high-touch and seamless. It combined video interviewing, language proficiency testing, competency testing and a customized candidate relationship management tool to ensure thorough evaluation of more than 439,000 candidates from several countries.

Results

ManpowerGroup created valuable work opportunities for people from local communities and attracted a diverse workforce through outreach in local neighborhoods to join the winning team supporting this city.

After receiving more than 439,000 applications and conducting more than 20,000 interviews for over 700 job profiles, ManpowerGroup helped the organizers achieve the following results:

- A total of 15,000 workers were hired under an aggressive hiring timeline.
- Of those hired, more than 150 people with disabilities joined the effort.
- ManpowerGroup provided an additional 8,000 temporary employees for other sponsor companies during the event.

