

2016

DIVERSITY CONFERENCE RESULTS

2016

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Yello, a leading provider of talent acquisition software, surveyed more than 250 employers who attended five 2016 diversity events—Prospanica, Grace Hopper, NBMBA, SHPE, WE16—to gain insight into the results of the 2016 diversity conference season.

Yello also surveyed more than 150 clients who use Yello mobile applications to gain insight into event attendance metrics. The following report analyzes attendance details, exhibitor trends, pre-event marketing and more.

ABOUT YELLO

Yello helps multinational, enterprise companies meet, engage, capture and nurture top candidates. Yello's transformative talent acquisition technology helps its client-partners excel at hiring the right talent, at the right time. These technologies provide a unique perspective into talent acquisition, and the associated key industry metrics and data.

TABLE OF CONTENTS

SECTION	00	—————	2016 Summary page 04
SECTION	01	—————	Prospanica 2016 page 08
SECTION	02	—————	NBMBAA 2016 page 14
SECTION	03	—————	Grace Hopper Celebration 2016 page 20
SECTION	04	—————	WE16 2016 page 26
SECTION	05	—————	SHPE 2016 page 32



2016 SUMMARY

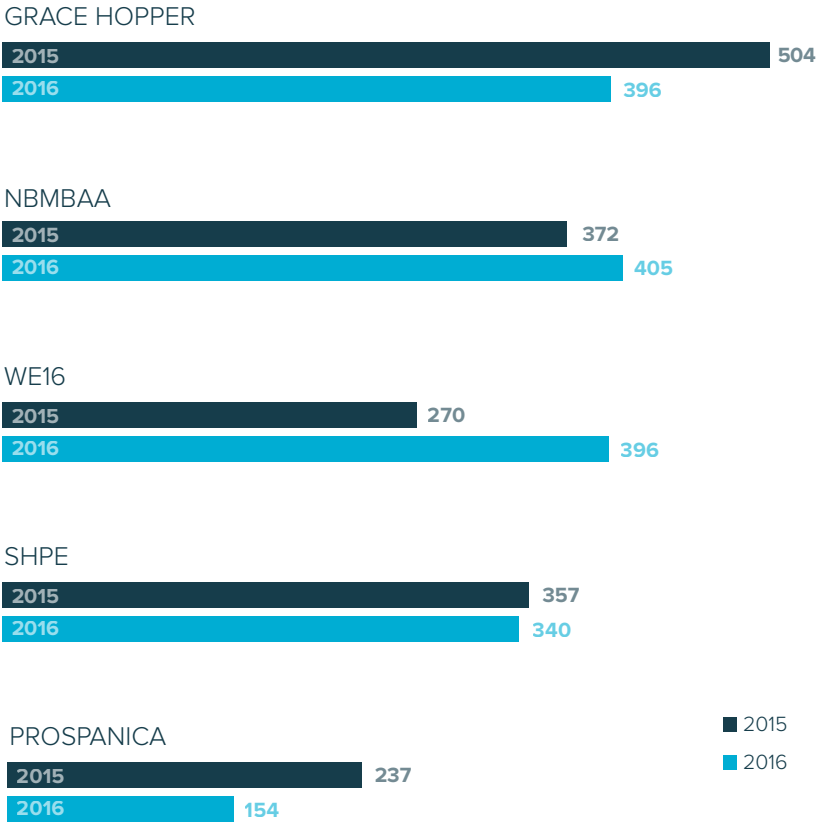
The following summary data includes comparison metrics from five 2016 diversity events. This data provides key insight* into attendance by event, attendance by industry and how booth size impacts attendance.

*Insights into companies that used Yello software at the events

AVERAGE CANDIDATES PER EVENT BY YEAR

IN 2016, NBMBA, GRACE HOPPER AND WE16 RESULTED IN THE HIGHEST AVERAGE CANDIDATES MET.*

AVERAGE CANDIDATES MET YEAR OVER YEAR

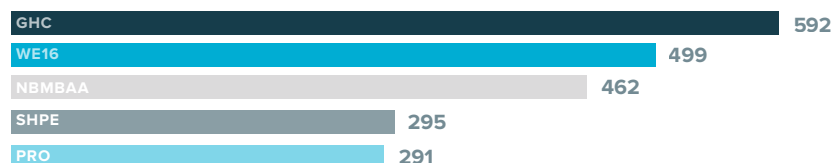


*Based on companies that used Yello software at the events

2016 AVERAGE CANDIDATE ATTENDANCE PER INDUSTRY

THE TECHNOLOGY AND MANUFACTURING INDUSTRIES ATTRACTED THE MOST CANDIDATES.*

TECHNOLOGY 2,139 CANDIDATES



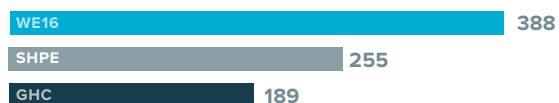
CPG 1,052 CANDIDATES



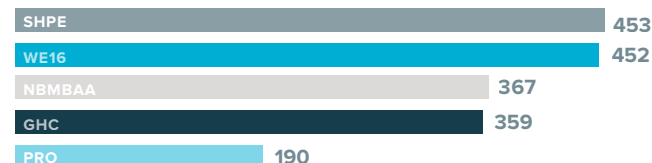
CHEMICALS / ENERGY 510 CANDIDATES



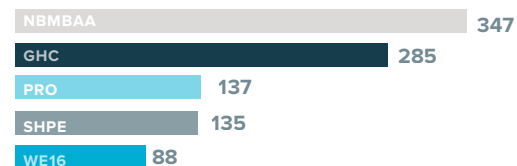
HEALTHCARE / PHARMA 832 CANDIDATES



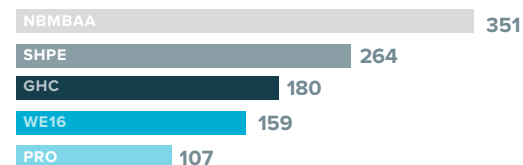
MANUFACTURING 1,821 CANDIDATES



FINANCIAL SERVICES 992 CANDIDATES



OTHER 1068 CANDIDATES

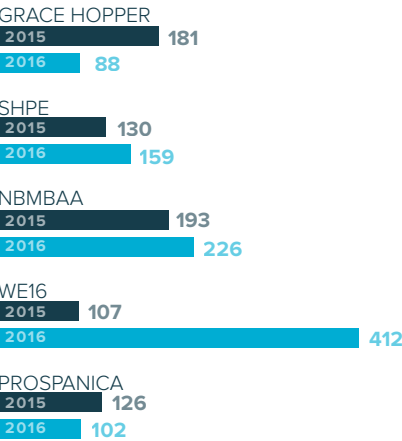


*Based on companies that used Yello software at the events

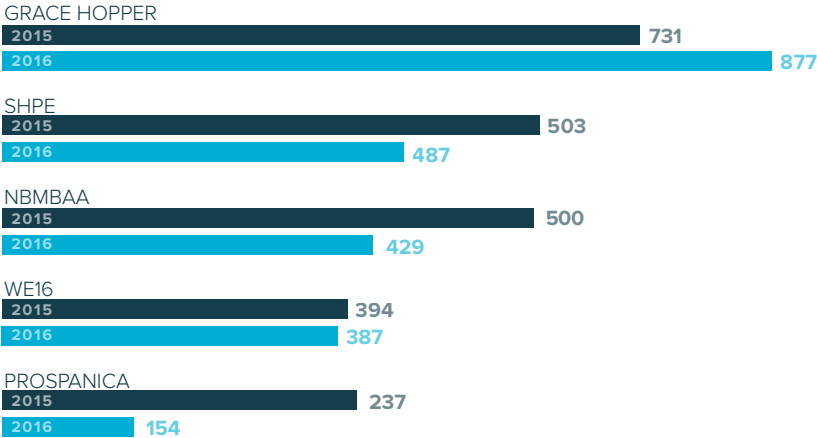
AVERAGE ATTENDANCE PER BOOTH SIZE

BASED ON BOOTH SIZE
ALONE, THE MOST
CANDIDATES VISITED
COMPANIES* WITH AN
ISLAND BOOTH.

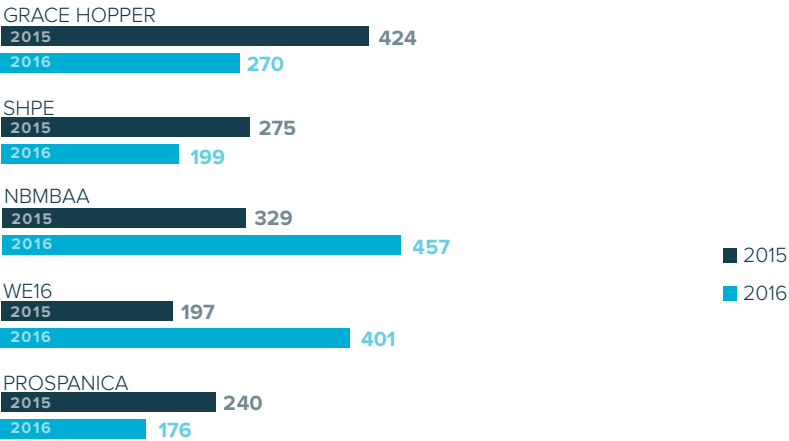
SINGLE BOOTH



ISLAND BOOTH



MULTI BOOTH



■ 2015
■ 2016

*Companies that used Yello software at the events



PROSPANICA 2016*

September 29 - October 1, 2016

Hosted by the National Society of Hispanic MBAs, the event includes educational sessions, on-site recruitment and networking events for business professionals.

*The information in this section is based on responses from 25 employers that Yello surveyed at the 2016 Prospanica Career Fair. The attendance information is based off of metrics from the 13 companies that used Yello mobile applications at the career fair.

EVENT ATTENDANCE 2016 VS. 2015

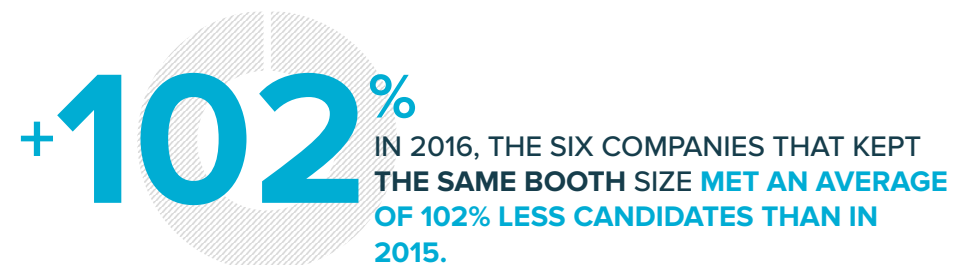
CANDIDATE ENGAGEMENT

Eight of the 13 surveyed companies used Yello mobile applications at Prospanica in 2016 and 2015. On average, these eight companies met 47 less candidates in 2016 than in 2015.



BOOTH SIZE

Of these eight companies, six companies kept the same booth size, one increased booth size and one decreased booth size in 2016 compared to 2015.



The two companies that changed booth size both met less candidates in 2016 than in 2015. The company that increased booth size met an average of 46% less candidates, and the company that decreased booth size met an average of 43% less candidates.

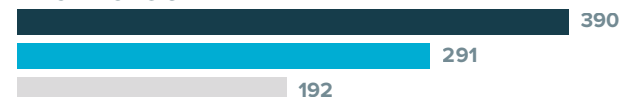
CANDIDATE ATTENDANCE BY INDUSTRY



The average number of candidates that tech companies* met was at least 100 more candidates than the average of each of the other industries.

EMPLOYERS MET 165 CANDIDATES ON AVERAGE.

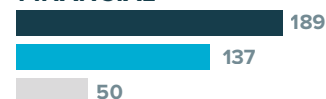
TECHNOLOGY



MANUFACTURING



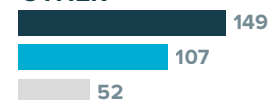
FINANCIAL



CHEMICALS / ENERGY



OTHER



■ MAXIMUM
■ AVERAGE
■ MINIMUM

*Companies that used Yello software at the events

COMPANIES WITH IN-BOOTH GIVEAWAYS
MET 60% MORE CANDIDATES THAN
THOSE THAT DID NOT.

Companies that offered a raffle prize met 43% more candidates than companies with any other giveaway type.

60%



GIVEAWAY TYPE



+237 CANDIDATES

46% OF COMPANIES HOSTED EVENTS OUTSIDE OF THE CAREER FAIR. THESE COMPANIES MET AN AVERAGE 237 MORE CANDIDATES.

Some employers host additional events outside of the career fair to meet more candidates or to invite a targeted group of candidates, which allows more opportunities to learn about candidates.

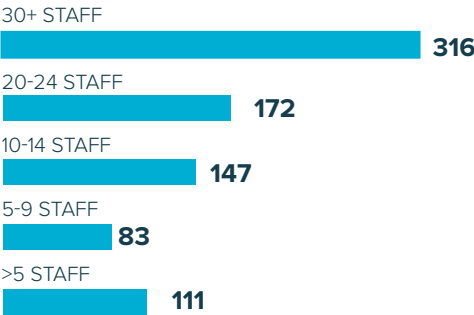




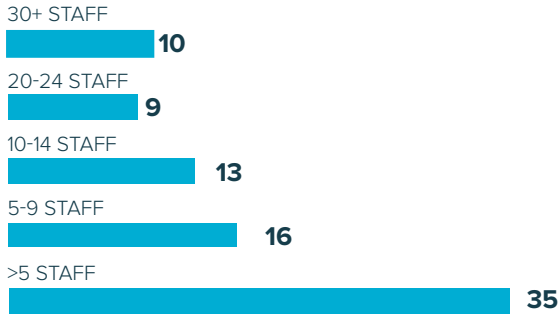
Booths with 30 or more staff members in attendance met approximately 10 candidates per staff member on average, while booths with less than five staff members met 3.5 times more candidates per staff member.

AS THE NUMBER OF STAFF AT THE BOOTH INCREASED, THE NUMBER OF CANDIDATES INCREASED, BUT THE EFFICIENCY DECREASED.

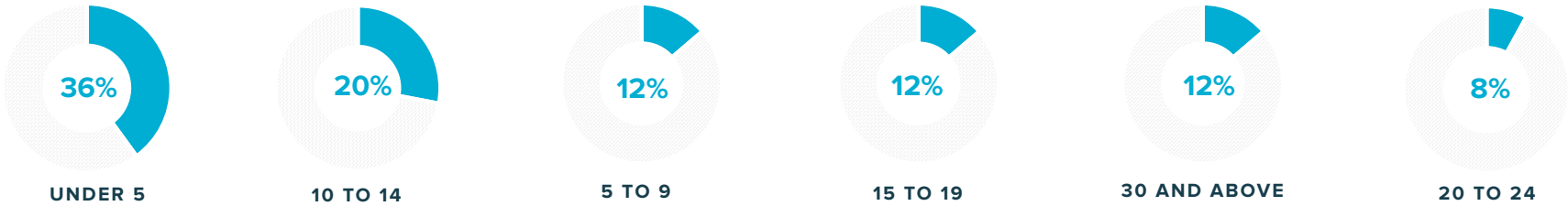
AVERAGE CANDIDATE ATTENDANCE PER NUMBER OF STAFF MEMBERS



AVERAGE CANDIDATES MET PER STAFF MEMBER



NUMBER OF STAFF MEMBERS





NBMBAA 2016*

October 11-15, 2016

The National Black MBA Association offers a career expo and keynotes on leadership, marketing and project management.

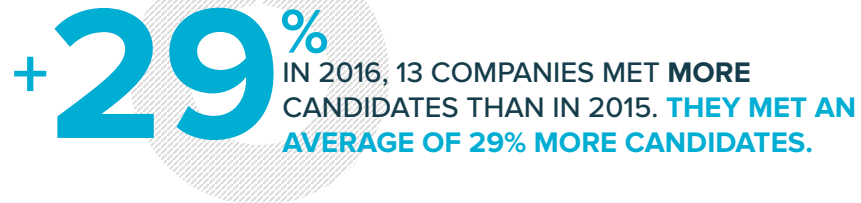
*The information in this section is based on responses from 83 employers that Yello surveyed at the 2016 National Black MBA Conference & Expo. The attendance information is based off of metrics from the 34 companies that used Yello mobile applications at the career expo.

EVENT ATTENDANCE 2016 VS. 2015

15 NBMBAA

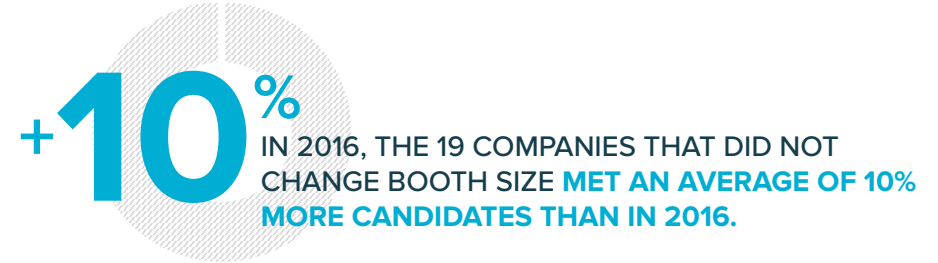
> CANDIDATE ENGAGEMENT

23 of the 34 surveyed companies used Yello mobile applications at NBMBAA in 2016 and 2015. On average, these 23 companies met 5% more candidates in 2016 than in 2015.



> BOOTH SIZE

Of these 23 companies, four companies decreased booth size, while 19 companies kept the same booth size in 2016 compared to 2015.



CANDIDATE ATTENDANCE BY INDUSTRY

NBMBA is widely attended by employers across all industries and candidate attendance ranged significantly within industries, as much as 587 candidates. Employers* met 402 candidates on average, and CPG and technology industry employers met more than the average.

NBMBA ATTRACTED THOSE WHO ARE LOOKING FOR JOBS IN THE CPG INDUSTRY, OVER OTHER INDUSTRIES.

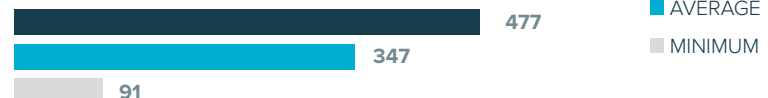
TECHNOLOGY



MANUFACTURING



FINANCIAL



CPG



OTHER



*Companies that used Yello software at the events

EXHIBITOR TRENDS

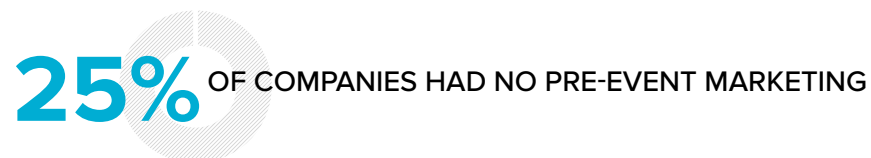
75%

OF EMPLOYERS MARKETING THEIR ATTENDANCE AT THE NMBAA CAREER EXPO. EXHIBITORS ALSO HOSTED EVENTS OUTSIDE OF THE CAREER EXPO TO MEET MORE CANDIDATES.



COMPANIES* THAT OFFERED
PRE-REGISTRATION MET NEARLY 50
MORE CANDIDATES ON AVERAGE.

+50

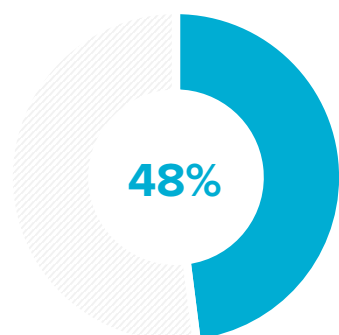


*Companies that used Yello software at the events

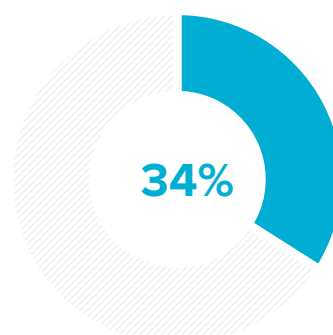
EXHIBITOR TRENDS EVENTS OUTSIDE THE EXPO

> 52% More than half of the employers hosted additional events outside of the career fair, ranging from hospitality suites to workshops, increasing their opportunities to meet more candidates.

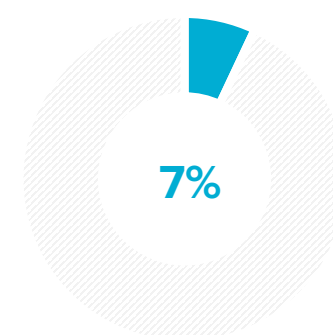
EVENT TYPE



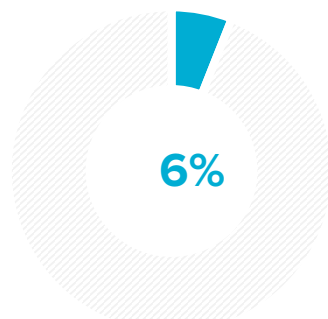
NONE



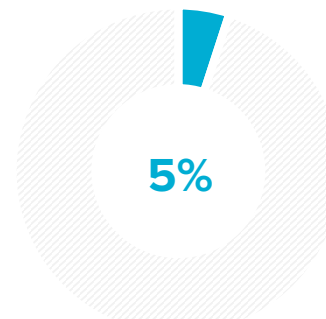
HOSPITALITY SUITE /
NETWORKING EVENT



WORKSHOP /
GENERAL SESSION



EVENT NOT SPONSORED
BY NBMBAA



OTHER



GRACE HOPPER CELEBRATION 2016*

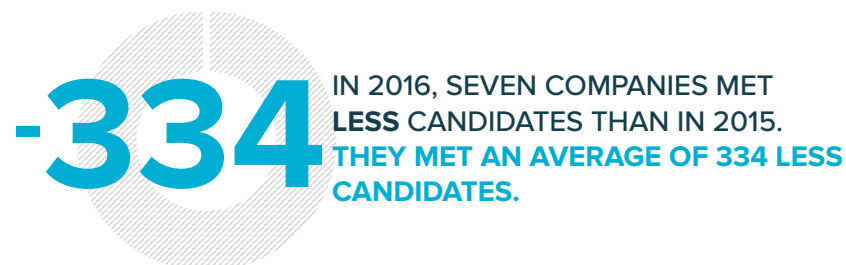
October 19-21, 2016

The Grace Hopper Celebration of Women in Computing brings together women in computing to discuss research and career interests.

*The information in this section is based on responses from 77 employers that Yello surveyed at the 2016 Grace Hopper Celebration. The attendance information is based off of metrics from the 34 companies that used Yello mobile applications at the career fair.

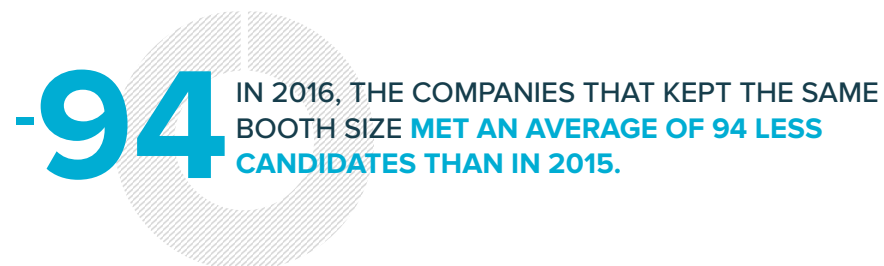
> CANDIDATE ENGAGEMENT

17 of the 34 surveyed companies used Yello mobile applications at Grace Hopper in 2016 and 2015. On average, these 17 companies met 54 less candidates in 2016 than in 2015.



> BOOTH SIZE

Of these 17 companies, 13 companies kept the same booth size as they had in 2016, while three increased and one decreased booth size.



YEAR-OVER-YEAR CANDIDATE ATTENDANCE BY INDUSTRY

At Grace Hopper, eight companies used Yello's mobile apps each year from 2014 to 2016. Using mobile apps at Grace Hopper led to increased candidate engagement year-over-year.

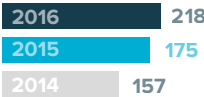
CANDIDATE ATTENDANCE RANGED SIGNIFICANTLY WITHIN INDUSTRIES.

The technology industry had the highest candidate attendance rate, as companies in the technology industry met more than 65% more candidates on average than any other industry.

TECHNOLOGY



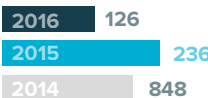
MANUFACTURING



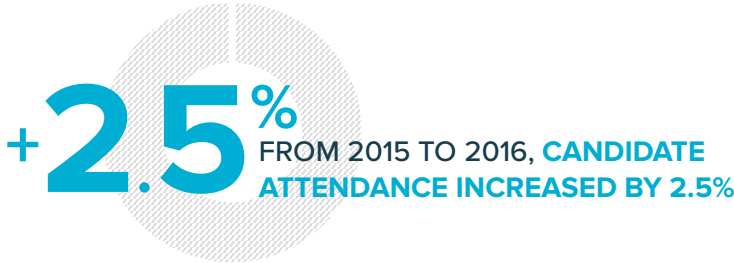
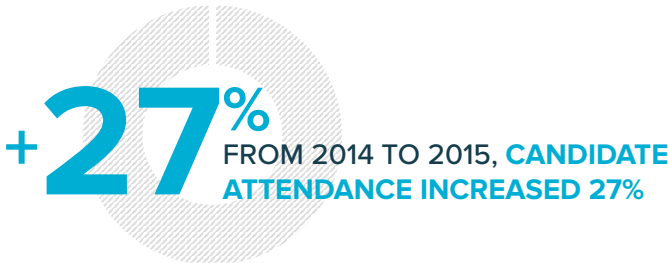
FINANCIAL SERVICES



OTHER



■ 2016
■ 2015
■ 2014



EXHIBITOR TRENDS

23 GRACE HOPPER

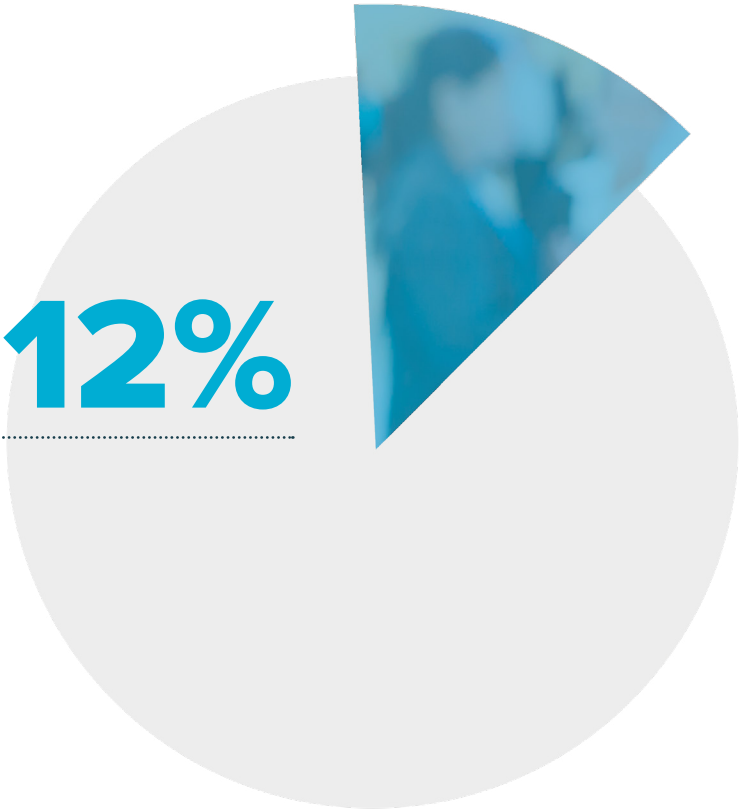
84%

OF EMPLOYERS OFFERED AN
IN-BOOTH INCENTIVE TO ATTRACT
MORE CANDIDATES AT GRACE HOPPER.



COMPANIES WITH IN-BOOTH ATTRACTIONS
MET 12% MORE CANDIDATES THAN
THOSE THAT DID NOT.

The companies that offered no in-booth attraction met nearly 50% less candidates than the average.



IN-BOOTH ATTRACTION TYPE



GIVEAWAY



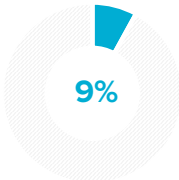
NONE



BRANDED EXPERIENCE



SPONSORSHIP /
SCHOLARSHIP



RAFFLE

ON AVERAGE, THE EMPLOYERS THAT ENGAGED IN
PRE-EVENT MARKETING MET 417 MORE CANDIDATES
THAN THOSE THAT DID NOT MARKET PRE-EVENT.

+417





WE16 2016*

October 27 - 29, 2016

Hosted by the Society of Women Engineers, WE16 offers a career fair and presentations and is attended by women in engineering and technology.

*The information in this section is based on responses from 27 employers that Yello surveyed at the 2016 Society of Women Engineers Conference. The attendance information is based off of metrics from the 34 companies that used Yello mobile applications at the career fair.

EVENT ATTENDANCE 2016 VS. 2015

27 WE16

> CANDIDATE ENGAGEMENT

19 of the 34 surveyed companies used Yello mobile applications at WE16 in 2016 and 2015. On average, these 19 companies met 139 more candidates in 2016 than in 2015.



+149

IN 2016, 18 COMPANIES MET MORE CANDIDATES THAN IN 2015. **THEY MET AN AVERAGE OF 149 MORE CANDIDATES.**



-41

IN 2016, 1 COMPANY MET LESS CANDIDATES THAN IN 2015. **THEY MET 41 LESS CANDIDATES.**

> BOOTH SIZE

Of these 19 companies, 14 companies kept the same booth size and met an average of 56% more candidates in 2016 than in 2015.



+112%

IN 2016, TWO COMPANIES INCREASED BOOTH SIZE AND **MET 112% MORE CANDIDATES THAN IN 2015.**



+48%

IN 2016, THREE COMPANIES DECREASED BOOTH SIZE AND **MET 48% MORE CANDIDATES THAN IN 2015.**

YEAR-OVER-YEAR CANDIDATE ATTENDANCE BY INDUSTRY



At WE16, 14 companies used Yello's mobile apps each year from 2014 to 2016.

USING MOBILE APPLICATIONS AT WE16 LED TO INCREASED CANDIDATE ENGAGEMENT AT THE EVENT YEAR-OVER-YEAR.

18%

FROM 2014 TO 2015, CANDIDATE ATTENDANCE INCREASED BY 18%

42%

FROM 2015 TO 2016, CANDIDATE ATTENDANCE INCREASED BY 42%

TECHNOLOGY



MANUFACTURING



DEFENSE



CHEMICALS / ENERGY



HEALTHCARE / PHARMA



OTHER



CANDIDATE ATTENDANCE BY INDUSTRY



At WE16, candidate attendance ranged within industries.

EMPLOYERS IN THE DEFENSE, HEALTHCARE/PHARMA AND MANUFACTURING INDUSTRIES MET THE MOST CANDIDATES.

Additionally, employers met 396 candidates on average. Technology employers met the most candidates on average; however, the company that met the most candidates was a manufacturing employer.

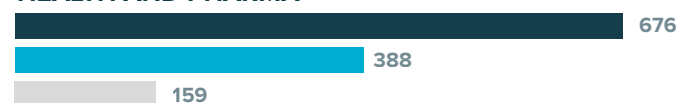
TECHNOLOGY



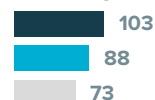
MANUFACTURING



HEALTH AND PHARMA



FINANCIAL



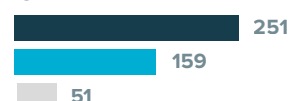
DEFENSE



CHEMICAL



OTHER



■ MAXIMUM
■ AVERAGE
■ MINIMUM

66% OF EMPLOYERS OFFERED SOME SORT OF IN-BOOTH ATTRACTION.

Employers that offered raffles or opportunities to apply for scholarships or conference fee sponsorship met at least 50% more candidates than employers that did not offer an in-booth attraction.

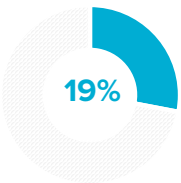
66%



IN-BOOTH ATTRACTION TYPE



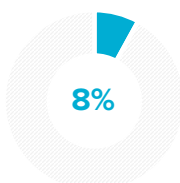
GIVEAWAY



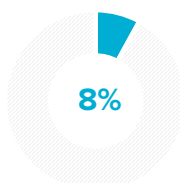
NONE



RAFFLE



BRANDED EXPERIENCE



SPONSORSHIP / SCHOLARSHIP

SUCCESS METRICS

71% OF EMPLOYERS STATED THAT EVENT SUCCESS IS PRIMARILY BASED ON THE NUMBER OF HIRES FROM THE EVENT.

71%

19% OF EMPLOYERS STATED EVENT SUCCESS IS BASED ON INCREASED PIPELINE FULFILLMENT THROUGH BRAND EXPOSURE

10% OF EMPLOYERS STATED EVENT SUCCESS IS BASED ON THE NUMBER OF INTERVIEWS





SHPE 2016^{*}

November 2- 6, 2016

The Society of Hispanic Professional Engineers (SHPE) brings together Hispanic and Latino engineering professionals for educational, technical and career opportunities.

*The information in this section is based on responses from 41 employers that Yello surveyed at the 2016 Society of Hispanic Engineers Conference. The attendance information is based off of metrics from the 39 companies that used Yello mobile applications at the career fair.

EVENT ATTENDANCE 2016 VS. 2015

CANDIDATE ENGAGEMENT

24 of the 39 surveyed companies used Yello mobile applications at SHPE in 2016 and 2015. On average, these 24 companies met 21 more candidates in 2016 than in 2015.



+252

IN 2016, EIGHT COMPANIES MET MORE CANDIDATES THAN IN 2015. **THEY MET AN AVERAGE OF 252 MORE CANDIDATES.**



-95

IN 2016, 16 COMPANIES MET LESS CANDIDATES THAN IN 2015. **THEY MET AN AVERAGE OF 95 LESS CANDIDATES.**

BOOTH SIZE

Of these 24 companies, 18 companies kept the same booth size from 2015 to 2016, and met an average of 42% more candidates.



+31%

IN 2016, FIVE COMPANIES INCREASED BOOTH SIZE AND **MET AN AVERAGE OF 31% MORE CANDIDATES THAN IN 2015.**



-45%

IN 2016, ONE COMPANY DECREASED BOOTH SIZE AND **MET 45% LESS CANDIDATES THAN IN 2015.**

YEAR-OVER-YEAR CANDIDATE ATTENDANCE BY INDUSTRY

At SHPE, 16 companies used Yello mobile apps each year from 2014 to 2016.

USING MOBILE APPS AT SHPE LED TO INCREASED CANDIDATE ENGAGEMENT AT THE EVENT YEAR-OVER-YEAR.



MANUFACTURING



CPG



OTHER



TECHNOLOGY



FINANCIAL

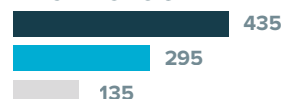


CANDIDATE ATTENDANCE BY INDUSTRY

Employers met 347 candidates on average. The average number of candidates employers met in both the manufacturing and CPG industries is more than the maximum number of candidates met by any of the other industries.

**AT SHPE, EMPLOYERS
IN THE MANUFACTURING
INDUSTRY MET THE
MOST CANDIDATES.**

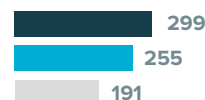
TECHNOLOGY



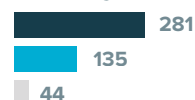
MANUFACTURING



HEALTH AND PHARMA



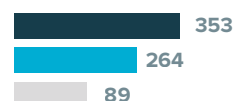
FINANCIAL



CPG



OTHER



■ MAXIMUM
■ AVERAGE
■ MINIMUM

EXHIBITOR TRENDS BOOTH INCENTIVES

80% OF EMPLOYERS OFFERED SOME SORT OF IN-BOOTH ATTRACTION

Employers that did not offer any giveaways or raffles met about 20% less candidates than those that did.

72% OF EMPLOYERS OFFERED A GIVEAWAY AT THEIR BOOTH

13% OF EMPLOYERS OFFERED A RAFFLE AT THEIR BOOTH

15% OF EMPLOYERS DID NOT OFFER AN IN-BOOTH ATTRACTION



EXHIBITOR TRENDS PRE-EVENT MARKETING

EMPLOYERS THAT ALLOWED FOR CANDIDATE PRE-REGISTRATION MET AN AVERAGE OF 45% CANDIDATES MORE THAN THOSE THAT DID NOT.

45%

35% OF COMPANIES MARKETING THEIR ATTENDANCE, WITHOUT THE ABILITY TO PRE-REGISTER

30% OF COMPANIES MARKETING THEIR ATTENDANCE, WITH THE ABILITY TO PRE-REGISTER

35% OF COMPANIES DID NOT MARKET THEIR ATTENDANCE



SUCCESS METRICS

77% OF EMPLOYERS STATED EVENT SUCCESS IS PRIMARILY BASED ON THE NUMBER OF HIRES FROM THE EVENT.

10% OF EMPLOYERS STATED EVENT SUCCESS IS BASED ON NUMBER OF INTERVIEWS

8% OF EMPLOYERS DIDN'T HAVE SPECIFIC SUCCESS GOALS

5% OF EMPLOYERS STATED EVENT SUCCESS IS BASED ON BRAND EXPOSURE





For more information please contact us or visit our website.

 communications@yello.co

 yello.co

ABOUT YELLO

Yello helps multinational, enterprise companies meet, engage, capture and nurture top candidates. Yello's transformative talent acquisition technology helps its client-partners excel at hiring the right talent, at the right time. These technologies provide a unique perspective into talent acquisition, and the associated key industry metrics and data.