



Lead Your Team to Fall Recruitment Event Success

Three Templates for
Tactical Event Planning

yello

Identifying entry-level talent and developing an early talent pipeline is essential to cultivate your company's future employees. Coaching these recent graduates to move up the ranks ensures you can develop employees who will make a lasting impact for your organization.

Entry-level talent pipelines are one of the hiring team's best assets to hire quickly and within budget, but only 22% of organizations have a strong pipeline for critical positions.¹

At a time when more than half of CEOs expect their headcount to increase in the next year, building an early talent pipeline is key to meeting long-term hiring targets.² To stay ahead, it's critical for organizations to develop a pipeline of qualified, entry-level talent.

**What is the key to developing a strong early talent pipeline?
A well-managed, highly effective campus program.**

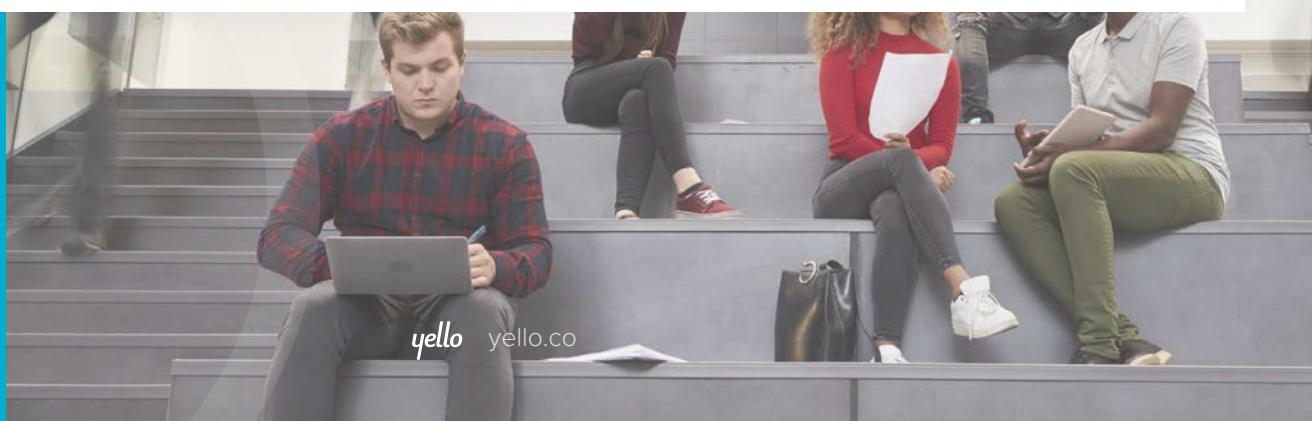
A successful campus recruiting operation will not only lead to a pipeline of top candidates — it will help the business achieve future hiring goals as these students are developed into managers and leaders. In fact, those who are confident in their talent pipeline recruit twice the amount of recent graduates than those who report a weak pipeline.³

Ensure team members are prepared to run a high-performing campus strategy that yields a strong pipeline by following these fall event success plans.

These three templates will help you position your team for fall recruiting event success by:

- Reviewing relevant event metrics
- Confirming event attendance musts
- Ensuring a candidate communication plan is in place

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Event Metrics Checklist

Maximize the investment you've made in your on-campus presence and help your team better understand success metrics. Use this checklist to make sure every team member is focused on the same result.

✓ Revisit the annual recruitment goals.

Review department goals with the team prior to attending fall career fairs. Confirm every team member understands the key metrics to achieve these goals. Use the metrics below to keep your strategy on track.

- **Interviews scheduled to offers accepted ratio**

Track the candidate journey all the way through — from interviews scheduled to offers accepted — to identify which events result in the most qualified candidates. Set a benchmark success ratio specific to your recruiting goals.

- **Offers made to offers accepted ratio**

Accepting a better offer and lower-than-expected pay are the main reasons candidates reject job offers.⁴ If the candidates your team meets at recruiting events make it through your interview process and are declining offers, assess whether your company's interview process is too long, your starting salaries are lower than the industry standard or you need to provide your team with additional interview training. Use that insight to improve your process.

- **Number of new candidates in your talent community post-conference**

Not everyone you meet will be an immediate match with your company, but they may be in the future. Fall recruitment events are an opportunity to build your talent pipeline. Establish goals to grow your talent community so that you can be prepared for future hiring needs.

✓ Hold individuals accountable.

Every team member should be accountable for end results. Work with your team of recruiters to set individual goals that tie to overall department goals. This will keep everyone focused on doing their part to reach the goals together.

✓ Look ahead.

According to the Human Capital Institute, 55% of employers cite lack of strategy as the biggest challenge to successful campus recruiting.⁵ Work with company leadership to make a plan for success well in advance of the event rush. The foundation of a successful campus recruitment program includes: assessing historical data to establish new recruitment event goals; creating a tactical plan to accomplish each goal; and identifying the resources needed, such as talent acquisition software, to execute these tactics.

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Event Attendance Checklist

After major event logistics — travel arrangements, booth locations, event assignments — have been finalized, meet with your team to tie up remaining loose ends. This may include confirming travel logistics, reviewing company expense policies and ensuring everyone is up-to-speed on your company's talent acquisition software.

✓ Recap team logistics.

Schedule a team meeting to communicate upcoming travel schedules, set out-of-office auto-replies and confirm all gaps in coverage at the office are filled during this busy travel period.

✓ Train new team members on talent acquisition software.

There's a reason 75 percent of hiring and talent managers use recruiting technology to improve their hiring process: It works.⁶ If new team members have joined your talent acquisition department, make sure they are fully trained on your software. Every team member should be able to navigate the software to seamlessly recruit top talent before, during and after events. At the event, every team member should be able to check-in candidates, evaluate talent, schedule interviews and track all recruiter and candidate actions in the platform.

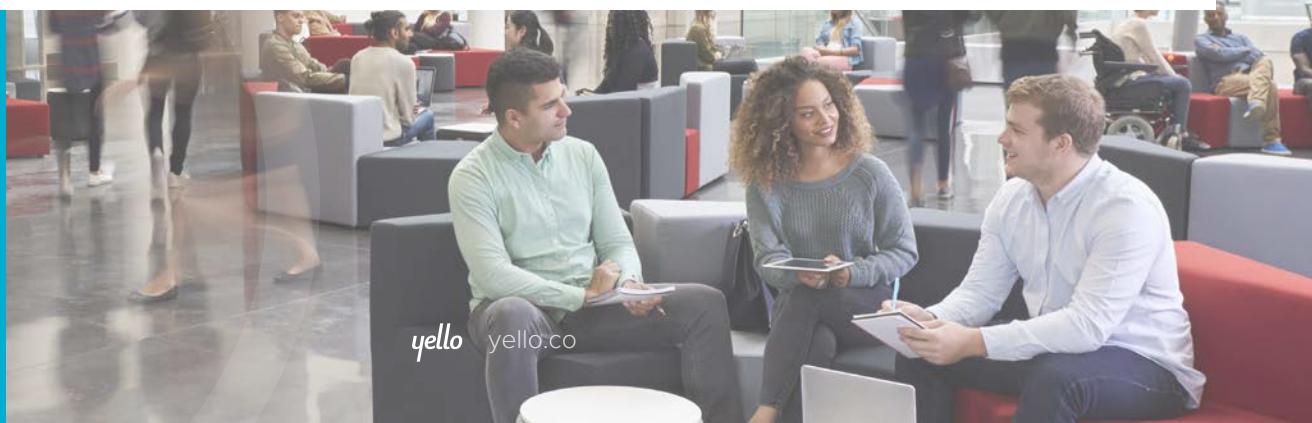
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✓ Review booth mock-ups.

Review all booth mock-ups with the team lead assigned to each event. Now is the time to adjust the layout, signage position or collateral placement at the booth before it's time to ship the materials to the event.

✓ Confirm final attendance details.

Particularly if you have new team members, review event dress codes, the company's travel and expense policy and event behavior. Eliminate any housekeeping questions that may arise prior to the events, so every team member can focus on representing the company.



Candidate Communication Checklist

While it's easy to focus on the number of qualified candidates the team will meet at the event, it's equally as important to have a plan in place to communicate with these candidates pre- and post-event. A pre-planned and well-executed candidate communication strategy will keep candidates engaged with the company long after the event is over.

✓ Create a candidate communication plan.

Share your fall event schedule with talent community members through newsletters and targeted emails. Provide candidates the option to self-schedule meeting slots with your team at the events they will be attending. This will prioritize scheduling in-person meetings with top candidates and prevent the chaos of events getting in the way of team members meeting high-potential recruits.

Read: [Developing a Recruiting Event Communication Plan: A Start-to-Finish Guide](#)

✓ Prepare to engage with your talent pipeline.

Your team will meet with numerous qualified candidates to fill a handful of open positions. Make sure these candidates join your talent community so your company can maintain continuous communication and stay top-of-mind until a relevant position opens.

From there, it's all about staying in touch in an authentic way. Send regular messages that might include updates on company awards or accolades, open positions, industry events or networking opportunities.

✓ Communicate the process.

Every candidate who interacts with your team should have a solid grasp of the next steps in the hiring process. Work with your team to communicate high-level next steps for the open positions (i.e. Can candidates expect a video interview or phone screen? Are in-person interviews a final step, or coming soon? Will the company provide updates along the way, or at the end of the process?) to facilitate transparency and build trust.

"Continue the communication, whether you plan to move forward with the candidate or not. Candidates who aren't qualified now could be qualified for future roles, or could potentially refer candidates."

Angie Verros, Founder, Vaia Talent⁷

✓ Make your hiring protocol crystal clear.

Because the number of candidates attending job fairs is often quite large, it can be tempting to blur lines and allow exceptions to your normal hiring procedures to accommodate the volume of potential applicants. However, it's important to adhere to your organization's standard hiring practices at the event. The type of applicant you seek, how positions are pitched to prospective employees, what application procedures and resumes will be accepted at the event and when people can expect to hear back from you should be crystal clear.

✓ Review interview training best practices.

With all the great candidates your team will engage at career fairs this fall, it's important they have a stellar interview experience with your company. Hold trainings with new and seasoned employees to ensure they understand the company's candidate selection qualifications and interview process. Send an all-company email with interviewing best practices, the company mission and refreshers on dos and don'ts for interviewing. This reminder will help ensure every candidate's interview experience remains consistent and aligned with the organization's mission and goals.

It's one thing to not be able to communicate personally with every single candidate during the application and early screening phases, but at the finalist stage it's critical for companies to add the human touch.⁸

*2017 Talent Board North American
Candidate Experience Research
Report*

Are you interested in how talent
acquisition software can power your
company's event strategy?

Learn how recruitment events software can help.

[Request a Demo](#)

References

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