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THE ULTIMATE GUIDE TO STREAMLINING THE
RECRUITMENT EVENT
EXPERIENCE

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If your recruitment event process drastically varies on a per-event basis, implement the necessary steps to streamline candidates' experience with your company, and to create replicable processes for your team. A formalized event program can help you run dozens, hundreds or thousands of recruitment events with unmatched consistency, can eliminate disorder at recruitment events and provide all stakeholders with a clear understanding of event expectations.

This guide will discuss common recruitment event challenges, and solutions to better manage these processes to create a streamlined event experience for both recruiters and candidates.

Learn more about:

- Benefits of a central event repository
- Boosting attendee engagement
- Complete data transparency
- Managing event attendees and post-event follow-up
- And more!

PRE-EVENT PROCESS

CURRENT PROCESS

Event details, historical event venue information and on-site event personnel information are stored across team members' desktops, personal files and in their own knowledge banks.



STREAMLINING SOLUTION

Implement a central event repository so every team member can access one, complete system to manage events and materials. Leverage this streamlined system to delegate staff tasks, drive attendance and coordinate post-event follow-up with candidates.

CURRENT PROCESS

You don't have a pre-event candidate communication plan in place. Potential candidates aren't engaged with your brand, they don't know the events your company will be attending and your team is unable to pre-schedule meetings with top candidates in advance.



STREAMLINING SOLUTION

Leverage event software to advertise events your company will be attending through branded email templates, invitations, career page integrations, social media and event pre-registration links. Share your fall event schedule with your talent community through newsletters and targeted emails. If you have implemented talent acquisition software, provide candidates the option to self-schedule meeting slots 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 meeting high-potential recruits.

CURRENT PROCESS

Every team member has a different level of comfort and experience using your company's talent acquisition software at events.



STREAMLINING SOLUTION

Ensure every team member understands your department's talent acquisition software, to seamlessly recruit top talent before, during and after events. At the event, every team member should be able to upload resumes, create a record of event attendance and track all recruiter and candidate actions in one platform.

ON-SITE EVENT PROCESS

CURRENT PROCESS

The recruiting team leaves every event with stacks of resumes to review, and then logs evaluations on spreadsheets.



STREAMLINING SOLUTION

If your team is still collecting paper resumes and entering candidate data on spreadsheets, invest in tools to help retire this manual process. Implement recruitment software to allow candidates to upload their resumes on the spot. Use mobile recruiting apps to capture candidate information and resumes at events. Your team can eliminate reviewing paper resumes and evaluate candidate information at any point on a phone or tablet, without logging long hours in front of a computer or sifting through piles of paper.

CURRENT PROCESS

Some team members are trying to schedule interviews in the middle of events, taking up valuable candidate facing time; other team members are waiting to schedule interviews after returning to the office, which causes delays in the interview process and leads to lost candidates.



STREAMLINING SOLUTION

Alleviate scheduling challenges at events by enabling candidates to self-schedule interviews on-site. Once your recruiters identify candidates who will move forward, provide them with the tools that empower candidates to self-schedule interviews, to remove your recruiting team from the often complicated scheduling process.

CURRENT PROCESS

Your team meets many qualified candidates at events, but your company only has a handful of open positions. This means you lose an entire pipeline of high-quality candidates your team could be nurturing until there is a mutual fit.



STREAMLINING SOLUTION

Invest in a talent community so your team can maintain continual communication with passive candidates and stay top-of-mind with qualified candidates until a relevant open position surfaces. If you already have a talent community, work with your team to send regular messages that might include updates on company awards or accolades, open positions, industry events or networking opportunities. Regularly update the careers page to ensure it reflects your current recruitment marketing efforts.

POST-EVENT PROCESS

CURRENT PROCESS

There is no post-event, candidate communication strategy in place.

STREAMLINING SOLUTION



Once you return back to work post-event, what are your your team's next steps? If there are not any plans to reach out to those candidates who aren't immediately moving through the process, your team is missing out on crucial opportunities to build a talent pipeline. Implement a candidate communication strategy to ensure your talent pipeline stays informed, engaged and excited about your company. Find out the top ways to keep candidates engaged with by following a [candidate communication checklist](#).

CURRENT PROCESS

You return from events without any insight into the results of the team's success.

STREAMLINING SOLUTION



Leverage event software to gain complete event data transparency. One of the most important components of attending hiring events is measuring the ROI associated with each event. Understand where your recruitment marketing efforts are paying off to accurately determine where to allocate your time and budget to gain the biggest return. Maximize your presence at hiring events by eliminating the guesswork of identifying which campus, diversity and military conferences result in the highest ROI [by tracking key metrics](#).

CURRENT PROCESS

Different hiring managers and interview teams create an inconsistent interview experience with your organization, and it's reflected in your company's online reviews.



STREAMLINING SOLUTION

With all the great candidates you will meet at career fairs, 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 missions and goals.

Are you interested in learning how event management software can help streamline your team's event experience?

LEARN MORE HERE:

go.yello.co/request-demo

The logo for 'yello' is displayed in a white, lowercase, sans-serif font. It is centered within a large, stylized blue shape that resembles a mountain peak or a large letter 'A'. The shape is composed of two overlapping layers: a lighter blue outer layer and a darker blue inner layer. The background of the entire page features abstract geometric shapes in shades of gray and white, with a vertical teal line and a small teal circle on the left side.