

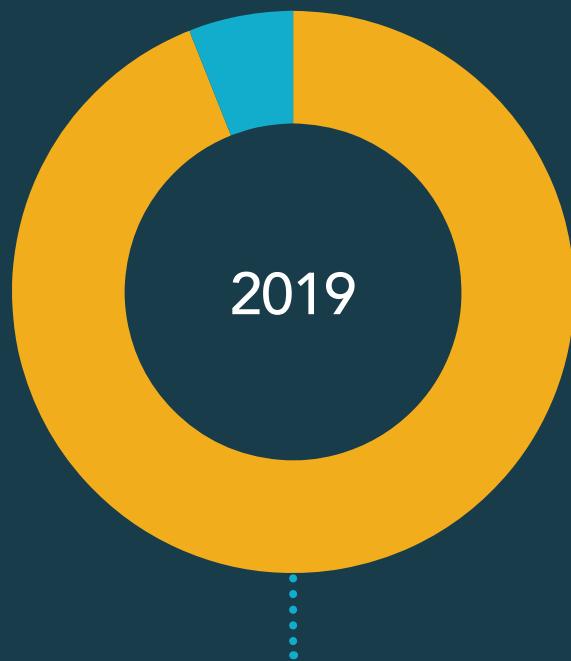
Client Spotlight

Capturing the Full Candidate Lifecycle at Events — Before the Competition

Learn how Toyota created a proactive recruiting strategy at events with pre-registration and instant scheduling — supported by virtual recruiting — to expand their reach.

By the Numbers

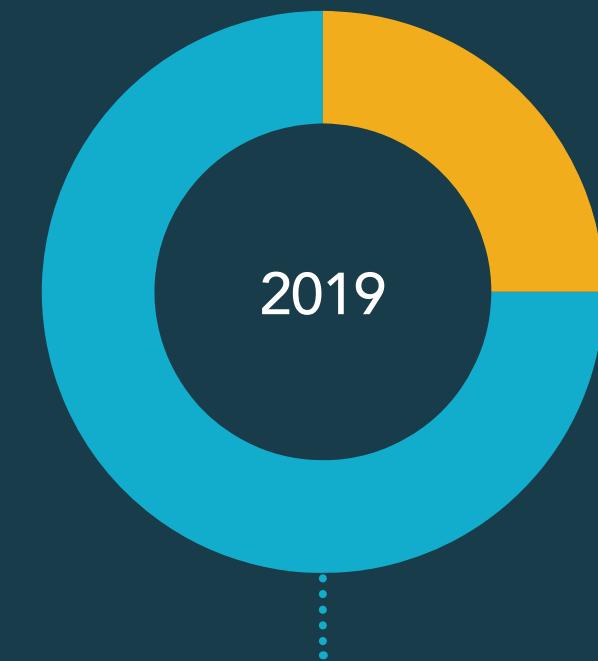
Proactive Event Recruiting



94% of candidates were sourced from events



63% of those candidates pre-registered



25% of those candidates were evaluated



8,406 emails sent



402 pre-recorded video interviews completed

Toyota North America's College Programs group hires more than 500 student interns and co-ops each year, representing a wide range of business and technical roles. Partnering with universities and diversity organizations throughout the country, Toyota takes a proactive approach at career fairs — supported by targeted virtual outreach — to source and hire top talent.

Toyota knows that the hiring process starts long before their recruiting team steps foot on campus. To get the most out of career fairs and other recruiting events, the team focuses on pre-registering job seekers. Using a combination of social media, marketing engagements and QR codes at the line for the booth, the majority of event attendees — nearly 2/3 total — pre-register and submit their resumes and other basic information before talking to anyone from Toyota at the booth. This more proactive approach not only increases reach at career fairs, but also puts candidates first — accelerating check-in and reducing lines at the booth.

But as a streamlined team of 10, Toyota campus recruiters can't be everywhere. Over the past year, the team has enhanced their on-campus presence with a virtual recruiting strategy — ensuring they reach highly qualified candidates beyond their target schools and large diversity conferences like NSBE and SWE.

With a combination of virtual events and one-off sourcing, the virtual strategy (named "Anywhere Talent" internally) leverages pre-recorded video interviews to reach and screen candidates at scale. The team expects that a more targeted physical campus strategy combined with an expanded virtual strategy will drive efficiencies and recruit more "superstar" candidates.

"We want to stop relying on people finding us at career fairs and be more proactive in reaching out to students. It just maximizes and creates opportunities for us to find people we wouldn't otherwise have found."

TINA WATSON
Analyst, College Programs

Yello has empowered Toyota to create a uniquely proactive event recruiting process that increases efficiency and boosts ROI — supported by virtual recruiting to expand their talent pool.

Mobile Check-In & Evaluations

Toyota uses mobile devices for candidate check-in and staff evaluations at events, eliminating paper resumes and streamlining the process from check-in to follow-up.

Candidate Engagement & Event Pre-Registration

The majority of attendees pre-register before the event, driven by social posts, career center job listings, QR codes, and more to ensure Toyota reaches as many candidates as possible.

Event Scheduling

Hiring managers at campus and diversity events can instantly schedule next-day or same-day interviews — powered by automated workflows that include texts and email confirmations.

Pre-Recorded Video Interviews

All virtually sourced students are invited to complete a pre-recorded video interview as a screening round before in-person interviews, increasing staff productivity.

"We do QR codes to encourage pre-registration, so if people are standing in line they can go ahead and pre-register while they wait. Then they're already checked in, so when they get to the person from Toyota they can dive into the real questions and not have to fill out a form."

ANDREW SAVAGE

Sr. Analyst, Talent Acquisition Strategy

Toyota's new process not only saves time for recruiters and hiring managers — but has also increased candidate reach and attracted qualified talent from new sources.

"When I first started, we did not use Yello for the scheduling part, so we relied on paper at the booth and we were calling and texting back and forth to update the document. Now, our staff can self-schedule — if they meet someone and they want to interview them they can schedule it themselves and the information goes out immediately."

TINA WATSON
Analyst, College Programs



Streamlined Process

With instant, automated event scheduling, Toyota can reduce the number of staff onsite at large diversity recruiting conferences — and send out offers within one week.



Higher Yield at Events

The team's focus on pre-registration ensures more candidates visit the booth, and the line moves faster because most attendees have already submitted their information.



Expanded Candidate Pool

Toyota's virtual recruiting strategy has expanded their talent pool's diversity of thought — reaching the "superstar" candidates beyond traditional campus and organizational partners.



Centralized Candidate Profile

With all candidate information in one place, the campus recruiting team and hiring managers have a shared place to track all candidate interactions and engagements.