



# Checklist:

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9 To Do's For A  
Successful  
Recruitment Event

Planning any event is hard, but planning a recruitment event in a candidate-driven market is even harder. A recruitment event is a big investment in both time and money, so it's important to get it right, but don't let this stop you from hosting one. Recruitment events can accelerate your hiring process by offering face-to-face interactions with potential candidates before they even apply. It essentially cuts out the need for a phone screen.

Hosting a successful recruitment event requires you to think about the attendee's experience every step of the way, just like you do for candidates in your recruitment pipeline. Making sure your event is buttoned-up at each touchpoint can feel overwhelming, but we're here to help.

Built In has hosted hundreds of events with tens of thousands of attendees through the years, and through this experience we have learned a lot about what to do and what not to do. To help you nail your next recruitment event on the first try, we put together a list of nine must do's broken down by pre-event, during the event and post-event.

# Pre-Event



## 1. Set Goals

Before doing anything, set a goal or a series of goals for your event. This will influence almost every element of your plan including the guest list, location and promotion strategy. Maybe you want to boost your employer brand, fill a key position or just build out your talent pipeline. Each event should have a unique purpose to elevate your recruitment strategy.

Also, set an attendance goal. Knowing how many people you want to attend the event will help you determine how many RSVPs you need. Drop off rates from RSVP to attendance can range from 25-50%, so plan accordingly. If you have a goal of 150 attendees and your drop off rate is 50%, you need at least 300 RSVPs to meet your headcount.

**Pro Tip:** When giving vendors (such as your caterer) the final number of attendees for your event, use your goal number, not RSVPs. Factoring in your drop off rate will save you quite a bit of money on food, drinks and even the venue itself.



## 2. Build An Attendee Engagement Strategy

Meeting your attendance goal is easier said than done. Today, there are very few active job seekers who are looking to take time out of their day to attend a recruiting event so you must build a solid attendee engagement strategy to entice them.

Provide networking activities, a raffle, a thought-leader discussion or all of the above to make your event a must-attend opportunity for your audience.

**Pro Tip:** Remember, you're going after passive candidates who already have a job so schedule your event after work and pick a location that's central to your target audience.



### *3. Promote, Promote, Promote*

Now that you have an engagement strategy in place, it's time to share your event with the world. Promotion is one of the most important parts of hosting a successful recruitment event. Without it, you'll end up with few attendees and meeting your goals will be that much harder.

The key here is to be persistent in your outreach but not overwhelming. Use your company's social media channels and existing email newsletters as a tactic for getting RSVP's. Also, leverage third-party sites like Eventbrite, Meetup.com and Built In's events board to promote your event for little to no cost. This will open up a whole new audience of potential attendees.

If you're looking for a more niche audience, ask local coding schools or community partners if they would share it with their user base. The more channels you use to promote your event, the better your odds of boosting the number of attendees.

**Pro Tip:** In addition to your RSVP link, also include a link to your company's website so people who can't make it to the event can still learn more about your company.



## 4. *Communicate Key Details*

When sharing your event with the world, remember to provide all of the critical information potential attendees would need. While job fairs have been around for ages, candidates may not be familiar with the expectations of new-age recruitment events; ones that focus on thought-leadership discussions or general networking.

Should candidates bring resumes, cover letters or other documentation? What is the dress code for the event; interview attire or something more casual? Should they do research about your company before arriving or come ready to learn more about your organization? Being clear up-front about the intention of your event and how attendees should prepare is crucial to its success.

Also, don't forget some of the most important details like the event's date, time and location. While these may seem obvious, they are sometimes overlooked or miscommunicated. Providing directions to your event and how to enter the building upon arrival are additional details your attendees need to know to arrive smoothly.

**Pro Tip:** Most of your event's key details will be shared on your RSVP page, but don't be afraid to cover this information in other promotional methods like email or social media.

# During The Event



## 5. Welcome Attendees

You've worked hard to get your ideal audience to attend your event. Now make them feel welcome and comfortable with a few quick remarks to kick things off. While your remarks will vary depending on the overall goal of your event, it's always good to cover who your company is and what you do.

Mentioning key logistics such as where the food/bar can be found, directions to the restrooms and how attendees can find more information about your company are also items you should cover in your welcome. We also recommend a quick moment for your team to raise their hands so attendees can identify who to go to for help.

**Pro Tip:** Keep your welcome short and sweet, lasting no more than 5 minutes. And remember, attendees didn't come to your event to hear a sales pitch so make sure you get to the point quickly and leave the specifics for your 1:1 conversations.



## 6. Don't Forget The Details

Remember when you built out an attendee engagement strategy prior to the event? Now it's time to put those commitments into action. If you promised a giveaway, make sure attendees know when it's happening. Did attendees come to the event for a thoughtful discussion? Make sure all attendees can hear and see the speakers.

Beyond following through with the activities you promised attendees, don't forget the details that make an event memorable, like food. Catering is not a place to cut costs as food is often a big hit with attendees. If you keep them full, they'll likely be happy.

Even small details like signage, a smooth registration process and a coat check can have a big impact on a candidate's impression of the event.

**Pro Tip:** Have all of your volunteers and team members working the event wear a branded company t-shirt. This will make it easy for attendees to spot the people who can assist them or answer lingering questions about your company.



## 7. Document The Event

While it's nice to have photos and videos of something you worked so hard on, we recommend documenting your event for another purpose: to create FOMO with future attendees. Sharing real-time social media posts during your event will show those who were unable to attend or those who didn't even know about it what they're missing out on. It helps create a pipeline of interested attendees for future events.

Documenting your event also creates evergreen content for your company to use when promoting future events. You can even use the photos and videos in your employer branding efforts.

It's always important you notify attendees that photos and/or videos are being taken during the event. Try asking each person if they are okay with having their picture shared externally before snapping the photo or have them sign a waiver. You can even include a mention that photos or videos may be taken in your event policy. This transparency will put candidates at ease and help them build trust with your company.

**Pro Tip:** Take pictures of the event set-up before it begins so you have a blueprint of the layout for next time.

## Post-Event



### 8. Follow-Up

You made it through the tough part, now it's time to make it count. Send attendees a thank you email 24-48 hours after the event for continued engagement. Take this chance to provide them more information about your company and what it's like to work for you.

If the goal of your event was to hire candidates, take your follow-up one step further by asking candidates to apply for a job or join your talent community.



This tactic, if done in a timely manner, can help move candidates through your talent pipeline quickly.

**Pro Tip:** Make sure you send a follow-up email to the people who RSVP'd but did not attend as well. You can recap what they missed and include further information about your company to keep them engaged.



## 9. Gather Feedback

No event is perfect, and that's okay. Collecting feedback from attendees on what they liked and what can be improved upon is priceless knowledge that can inform your next event.

The best way to obtain feedback from attendees is through a survey. Try adding a survey link to your thank you email for timely, top-of-mind information.

Remember to document the feedback and refer to it when planning your next recruitment event. The more feedback you gather the better your events will become.

**Pro Tip:** Ask your colleagues who volunteered at the event for feedback as well. Their behind-the-scenes insight could uncover a new idea that takes your recruitment events to the next level.

# GREAT COMPANIES NEED GREAT PEOPLE.

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THAT'S WHERE WE COME IN.

Built In is a network of eight online communities connecting startups and technology companies with passionate tech professionals. We help you build your employer brand through content and events, promote your culture and hire the right candidate for every position.



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