

Welcome!

How to Make Events a Successful Part of Your Recruiting Strategy



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Fun Facts:

- Running the 2022 NYC Marathon
- Currently working on an audition tape for *Survivor*
- My photography has been published in a biomedical engineering textbook

Agenda

REFRESHERS/WHAT GEN Z WANTS

10 MINUTES

TIPS FOR SUCCESSFUL EVENTS

10 MINUTES

EVENTS PRODUCT BEST PRACTICES

10 MINUTES

Q&A

5 MINUTES

Refresher: Why Events?



Cast a wider net



Support an early-ID program



Showcase your culture



Build your brand

Let's talk more about branding



Attracting Diverse Talent

Diverse candidates get 4x the offers, they want to know what you will do for them.



Competitive Market

It's a candidate's market! Relationships are vital when competing with companies that can outbid you.

Questions Gen Z wants answers to



What will you teach me?

Will predominantly attend events to get help with their job search or learn something new



Who am I meeting?

Want to know that they are meeting someone that will help them with their job search or is credible and can teach them something new.



How will you follow up with me?

Want to know what next steps are and the timelines to expect for that process.

What Gen Z wants

✔ Popular event types

- Speed networking (make sure it's interactive and has breakout sessions)
- Professional development sessions
- Diversity panels (show, don't tell)
- Female fireside chats
- Teach them something helpful related to your interview process (How to Hack The Coding Assessment)
- VIP information session with an expedited interview process

✘ Events to avoid

- Generic information sessions in a lecture format
- One-speaker events
- Fun events (unless they have accepted an offer)
- Events without a clear outcome

Examples of some high performing events hosted in Ripplematch



[City Name] networking night



Ask me anything panel



Mastering technical challenges and assessments



ERG led events

Tips for hosting successful events

Intentionality

Be Specific

- Hosting events that align with your branding and hiring goals.
- Target the right people for each event.

Programming

Stand Out

- Differentiate your events from others
- Tailor content to student priorities (information + interactive component)

Marketing

Spread the News

- Spread the news to your entire network (minimum of 5-7 different channels)
- Include as much detail as possible on your event landing page

Close the Loop

Always Be Closing

- Provide every attendee with a post event action item (within 24-48 hours)
- Keep in mind “what’s in it for them?”

How RM Events can support you



Source of Truth

Have information across all events living in different systems in a format that is actionable.



Tracking

Understand how people hear about your events and what your strongest marketing channels are.



Easy Follow Up

Be able to follow up with every attendee with a few clicks.



Data & Analytics

See how successful each event is and determine what's working and what's not.

Refresher

Q&A