

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



Refresher: Why Events?



Cast a wider net



Support an early-ID program



Showcase your culture



Let's talk more about branding

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Attracting Diverse Talent

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

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

O 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

X 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



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

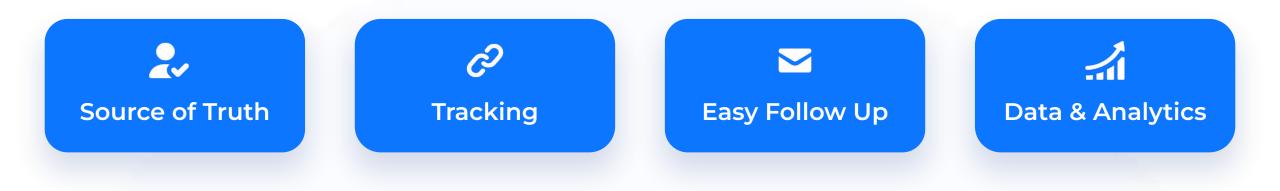
- Spread the news to your entire network (minimum of 5-7 different channels)
- Include as much detail as possible on your event landing page

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



Have information across all events living in different systems in a format that is actionable. Understand how people hear about your events and what your strongest marketing channels are. Be able to follow up with every attendee with a few clicks. See how successful each event is and determine what's working and what's not.

Refresher

Q&A