



Indeed Hiring Events Best Practices Guide

Introduction

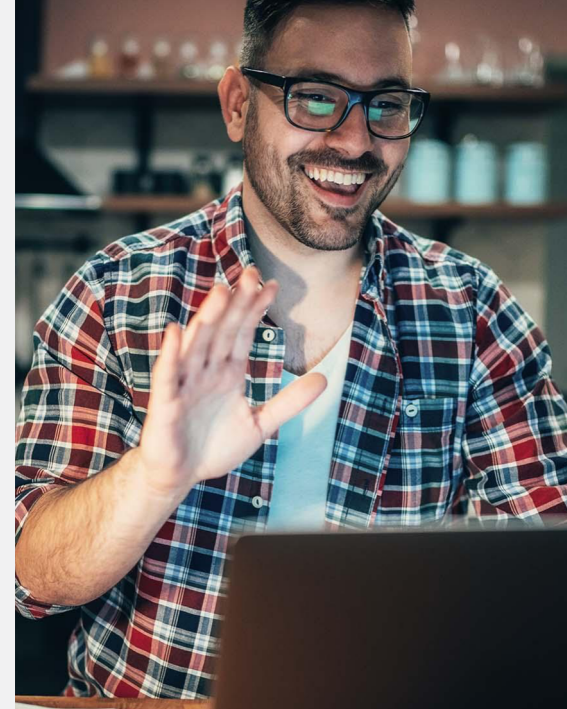
A well-run hiring event can help you quickly hire more candidates, save you time in the hiring process, and give you more flexibility in interviews.

There are many factors that goes into running a successful hiring event. From attracting top talent, to facilitating interviews, to providing a well managed and organized event.

With Indeed Hiring Events, we have been able to help numerous companies meet their staffing goals and execute flawless hiring events.

Based on these experiences, we've put together a **best practice guide** with all the helpful tips and tricks to make sure your next hiring event is a major success!

*Hire all the people you need in **one event** - virtually or in person.*



Setting Goals for Your Event

Before you begin planning an Indeed Hiring Event, it's important to set an attendee goal.

You should consider the number of hires you want to make, and how many candidates need to show up for you to realistically hit your target.

Identifying your attendee goal will help you prepare for the amount of staff you will need to run the event. You don't want job seekers to attend your event, realize there's a long wait to interview, and leave. By setting your attendee goal you can prevent potential hires from having a bad experience and properly use your hiring staff's time.

Pro Tip

If you plan on hosting several hiring events, be sure to document your projected and actual attendee counts so you can make better predictions moving forward.

Here's a framework for figuring out your attendee goal. The actual numbers may differ for your organization or industry, but this provides a helpful starting point.

- 1. Start with the number of roles you'd like to fill.**
- 2. Multiply the number of roles by three to find your target number of attendees.** (Or, if you know generally how many people you need to interview in order to make one offer, use that number as your multiplier.)
- 3. Multiply the number of attendees by five to find your target number of RSVPs.**

For example, if you have 20 roles that you need to fill, you'll need at least 60 attendees and 300 RSVPs.

If you're using Indeed Hiring Events, ask your Account Manager to help you come up with the right number.



Preparing For Your Event

Increase visibility. Driving attendance can sometimes be challenging, however with Indeed Hiring Events, we use targeted ads and sponsored posts to help get your event in front of millions of job seekers

Promotion through company channels. Since today's job seekers are digital savvy, expand your reach to potential candidates by promoting your event through social media platforms and other company pages. This coupled with word of mouth and other offline resources can compliment your online efforts and help boost your reach.

Remind candidates about your event. Our data shows that a good approach is to send them a text and an email the day before your events. Make sure important event details, such as the start time, what to expect, or a walk through of any technology that may be used are clearly spelled out in each reminder.

Keep it simple. Use a quiet, but comfortable room to conduct your interviews. We also recommend testing out your internet connection before starting any interview.

Company content is key. This content gives candidates an inside look into what it would be like to work with you and your team. When planning for your event, share company videos or hashtags that showcase what makes your company great. If your event is virtual, your lobby message is a great place to share and add a personal touch.

Organize your potential candidates.

Collect and organize RSVPs and resumes in a central location to help you keep track of each candidate that you interview. Indeed Hiring Events will help manage your attendees when you use our sign in tool or our virtual interview platform. After your event concludes, Indeed will also send out reschedule requests and will share the public resumes for those who couldn't make it.



Did you know?

Indeed Hiring Events has received **4.5M+** RSVPs from job seekers²

²Indeed Data (worldwide)

Hosting Your Event

Be prepared. With Indeed Hiring Events, we offer a digital sign in experience, so that we can keep track of attendance metrics and send automated follow-up texts to candidates who don't show up.

Keep attendees in the loop. As you conduct interviews, clearly explain your hiring process to each job seeker. Share a high-level overview of what next steps might be, and how long it will take for you to get back to them.

Be mindful of the time. To run an effective and efficient event, you should be respectful of the attendees' time. To manage wait times consider conducting several interviews at the same time or set a time limit for each interview. If you host your event using Indeed Hiring Events' virtual interview platform you will be able to see how long each candidate has been waiting for an interview.

Positive experience. Regardless of whether you decide to extend an offer, it is important to create a great interviewing process. Candidates interviewing should feel good about their experience as they could be future customers or discuss your hiring event with others. This could simply be an employee greeting each job seeker, providing a token of your appreciation, such as a coupon or company swag, or a follow-up thank you email.



Did you know?

People who are satisfied with their candidate experience are **38%** more likely to accept a job offer.²

Make sure your hiring managers put their best foot forward.

² IBM, [The far-reaching impact of candidate experience](#), 2017

Following Up After Your Event

Reach out to no-shows. Contact candidates who didn't attend your event to reschedule their interview. With Indeed Hiring Events, employers can choose to have automated messages sent to candidates. Our data shows that this easy step can result in on average 17% more interviews.³

Make hiring decisions quickly. Don't miss out on top talent. If you think an attendee is a good fit, let them know right away! 18% of job seekers report that not hearing back from a company recruiter for longer than a week after interviewing is what contributes the most to undermining their trust in the company.⁴

Be transparent about your process. Communication makes a big difference to job seekers. In fact, 60% of candidates say "better communication throughout and after the applicant process," would make the most positive impact on their experiences.⁵

Measure the success of your hiring event. Keep track of the metrics you used to calculate your event goals: number of RSVPs, event attendance, number of offers and number of hires. You can use these to calculate your cost per hire, and optimize your next hiring event.

³ Indeed Data (US)

⁴ Indeed survey, n=10,000 (worldwide)

⁵ [The Candidate Experience Study](#), CareerArc & Future Workplace, 2016



Calculating Cost Per Hire

total cost of event / # of hires = cost per hire

Measuring return on your investment this way will help you decide how hiring events fit into your overall recruiting strategy.

Reap the Rewards

Indeed Hiring Events are a powerful lever to pull when you need to make a lot of hires, fast. When run well, they can help lower your cost per hire while providing job seekers with a unique and delightful experience. Indeed Hiring Events can help you attract the right candidates and manage logistics for your next event so you can focus on interviewing and hiring.

Visit events.indeed.com to find out more.