

HIREPOWER'S

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# GUIDE TO VIRTUAL HIRING EVENTS

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HirePower

# Benefits of Talent Events

Digitization demands innovative ways to connect with the talent market. Achieve your target goals and avoid the pains of a planning & executing a traditional event.



## Hassle Free

Easy to setup, time-saver with less planning required.



## Cost-effective

Low cost technology & digital marketing, no need for giveaways.



## No Geographic Barriers

Reach a wider audience with higher attendance.



## Recruitment Efficiency

Capture, pre-screen & shortlist candidates while building a pipeline.



## 1-on-1 Conversations

Candidates engage with the team directly in real time.



## Exciting Visitor Experience

Interact directly & use digital content/webinars to boost audience interaction.



## Employer Branding

Share company content and showcase your company culture.



## Information Exchange

Share department and job specific information and helpful FAQ's.



## Measure Event ROI

Real time data, measurable insights, engagement tracking from ad to hire.

# Types of Virtual Events

Virtual events can range in size from large simulated job fairs to smaller interactive information and chat sessions.



**Social Media Live Sessions:** Share information about the company and engage in real time chat conversation with your viewers.



**Virtual Hiring Events:** Showcase your Employer Brand, simulated candidate experiences, 1 on 1 chats or interviews with candidates and post event follow up.



**Information Sessions & Webinars:** Featured job openings, company information, panel discussions, virtual office tour, or Q&A sessions with your team.



**Virtual Conferences:** Connect with your registrants or committee members to share information, discuss a specific topic, and hold panel discussions.



**Virtual Job Fairs:** Simulated job fair experience to allow candidates to explore your different departments, roles, or multiple companies in one location.

# Social Media

## Live Q & A's

Facebook offers the 2 unique opportunities to engage with candidates & share information about your organization, outside of the traditional approach of posting content.

**Chat with the team:** Set up a dedicated time where Talent Acquisition will be available for real-time chat. This will allow you attract and screen candidates quickly.

**Live Q&A:** Set up a dedicated time to host a Facebook Live Q & A session. Organizations can share information real time about the company while engaging with their social network.



### Advertising & Branding

Targeted advertising will ensure the talent you want are attending your event.



### Team Availability

Team members can join virtually to answer candidate questions.



### Opportunity to Chat

Easy, non-intimidating way to connect with a company for the first time.



### Boost your Brand

Build a bigger following on your platform by driving traffic to your page.

# Information Sessions

"Register & learn more about us!"



## Advertising & Branding

Targeted advertising to attract the talent you are looking for.



## Registration

Candidates will register for the event & receive a reminder via email and text.



## Day of Facilitation

Logistics, candidate communication and attendance management.



## Post-Event Reporting

Attendance & engagement metrics, a recording and chat download.

Provides Talent with a way to learn more about your organization and the chance to connect directly with a member of your team through chats and video.

Content shared can include a virtual office tour, panel discussions, team Q&A sessions, employee stories, and "why work for us" information.

# Hiring Events



## 1.) BRANDING & ADVERTISING

Customized campaign page and targeted advertising to ensure the right candidates are being invited to the event.

## 2.) CANDIDATE PRE-SCREENING & INTERVIEW SCHEDULING

When applying candidates will answer screening questions. Eligible candidates will self-schedule for a quick phone interview with one of our consultants. Top candidates will be scheduled into available time slots for one-on-ones with Hiring Managers.



## 3.) CANDIDATE EXPERIENCE & DAY OF FACILITATION

Email & text reminders for candidates, day of the event logistics, candidate communication and attendance management. This ensures that your team can focus engaging with the right candidates for your open roles.

## 4.) POST-EVENT REPORTING & FOLLOW UP

Reporting post-session should include metrics on attendance, quality of candidate and results of the session. Candidates who missed their meeting should receive a follow up message. Don't forget to provide a full download of candidate resumes, contact information, and screening notes to your hiring teams at the end of the event.



# Virtual Conferences

Customized virtual conferences allows organizations to share information with their registrants. This event can be used to discuss a specific topic, use polls to vote and gain alignment on next steps, and collect input through panel discussions.



## Registration

Attendees will register for the event & receive a reminder via email



## Communication

Presentation, messaging & coaching for speakers



## Dry Run

Run through of event to ensure seamless delivery



## Day of Facilitation

Logistics, communication & attendance .



## Post-Event Reporting

Attendance & engagement metrics, recording of session

# Virtual Events Tips

- ✓ Ensure **ample staffing** for chat support and technical troubleshooting.
- ✓ Prepare an answer “**cheat sheet**” for basic responses for your team to utilize.
- ✓ Have an **event FAQ** document available for download for your attendees.
- ✓ Promote across **multiple platforms** including social media, banners, professional websites, job boards, company website and email campaigns.
- ✓ Virtual shouldn't mean impersonal; use **personalized** messaging.
- ✓ **Share stories** about your workplace that showcase your culture.
- ✓ Consider **training on Diversity and Inclusion** for internal team members.
- ✓ A targeted approach and planning will ensure your team can focus on **sharing** the right information while **engaging with the talent** you are looking for.



**HirePower**

**AS A RECRUITMENT  
PROCESS OUTSOURCING  
(RPO) PIONEER WITH OVER  
25 YEARS OF EXPERIENCE,  
WE OFFER A POWERFUL  
RANGE OF BESPOKE END-  
TO-END TALENT  
ACQUISITION SOLUTIONS  
AND TALENT ADVISORY  
EXPERTISE.**

