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**The Ultimate Event
Marketing Playbook**

The
**Recruiting
Events**

Edition



Introduction

Some people love it, others loathe it. But in the case of change, we're sorry to break this to you: Your feelings don't matter because change is inevitable.

No one knows this better than event organizers. And, actually, the **ability to adapt no matter what** might as well be the number-one requirement on every job description for events roles, including recruiters.

Dropped WiFi. Guest speakers backing out last minute. Technology not doing what it's supposed to do. Event organizers need an ironclad backup plan for every single worst-case scenario.

It's not just that event organizers need to be agile while planning and hosting events. They also need to adapt to whatever the events industry throws at them (which we all know has changed dramatically over the years).

Companies that were addicted to big events found that smaller events actually **support better ROI**, so they pivoted their strategy. In-person events were all the rage until a pandemic forced an overnight pivot to virtual events. And ever since, marketers have been thinking about how they'll eventually pivot back to in-person and hybrid events.

We're pretty sure the word "pivot" hasn't been used this much since that iconic episode of Friends aired in the late '90s.

Needless to say, event marketing can be complicated — and there's a reason it's consistently named as one of the most stressful jobs. Your event programs must deliver business results while giving your attendees meaningful, **engaging experiences**.

That's where this playbook comes in. And it's not your run-of-the-mill event marketing playbook.

You're an event organizer or someone who cares about the success of your company's recruiting event programs. So you don't need us to tell you how to identify your audience, what SMART goals are, or why you need to reconcile your budget.

Instead, we're talking about common event pitfalls (and how to avoid them). Ways to promote your events that'll get people (the right people) in the door. Secrets from the experts on what makes a great recruiting event.

Now, it's time to dig in.

Recruiting Events

The smartest leaders know there's nothing more important than having an incredible bench of employees ready to knock their work out of the park. **Great recruiting events** can differentiate your employer brand and engage your talent pipeline in ways no other channel can.

With recruiting events, you can give candidates an extraordinary brand experience and your team the opportunity to find new talent. And whether you're hosting an hour-long "speed dating" style interview event or a multi-day career fair, all the tips below still apply.

Common Pitfalls with Recruiting Events

1. **Skimping on your event materials:** Not investing in high-quality event branding is a mistake. Banners, swag bags, virtual backgrounds — now is the time to immerse your candidates into your brand and get them excited about your company.

Pro Tip

Event invitations should be personalized as much as possible, but it's a must for recruiting events. After all, candidates are interviewing you just as much as you are interviewing them. Have the invites come from the executive sponsoring the event, such as your CTO for a tech recruiting event.

2. **Not tracking attendee data:** It can be hard to tie hires back to a recruiting event, but you need that data to know what's working. An easy way to make that happen: Use an event marketing platform that integrates with your **applicant tracking system**.
3. **Swarming candidates with recruiters:** If you're hosting an interview event, it's hard to bypass this. You can balance it though, by having executives or team leads attend so candidates can get a genuine feel for how it would be working for them.

Tips to Promote Can't-Miss Recruiting Event

1. Build an event page that clearly shows **why candidates should attend** and why your company is so great. If you have amazing perks, tell them fast.
2. Recruiting events can be stressful for candidates. Create email invitations and reminders that explain exactly **what they should expect** at your event.
3. There's one place you can count on finding job candidates, and that's online. Reach the right ones by **creating share cards** for your social channels.
4. If you're **teaming up with a college** or university for your event, leverage those relationships. Ask them to help promote your presence at the event.

Secrets of Amazing Recruiting Events from the Pros

“If everyone attending your event as a company representative shares a similar race and gender identity, it sends a message that you don’t value equality and inclusion. A close friend of mine recently had a candidate turn down a job offer as a software engineer because her five rounds of interviews only included men. Ensure a diversity of voices whenever possible.”



GARY GOLDMAN
SENIOR PROGRAM DIRECTOR
OUT IN TECH

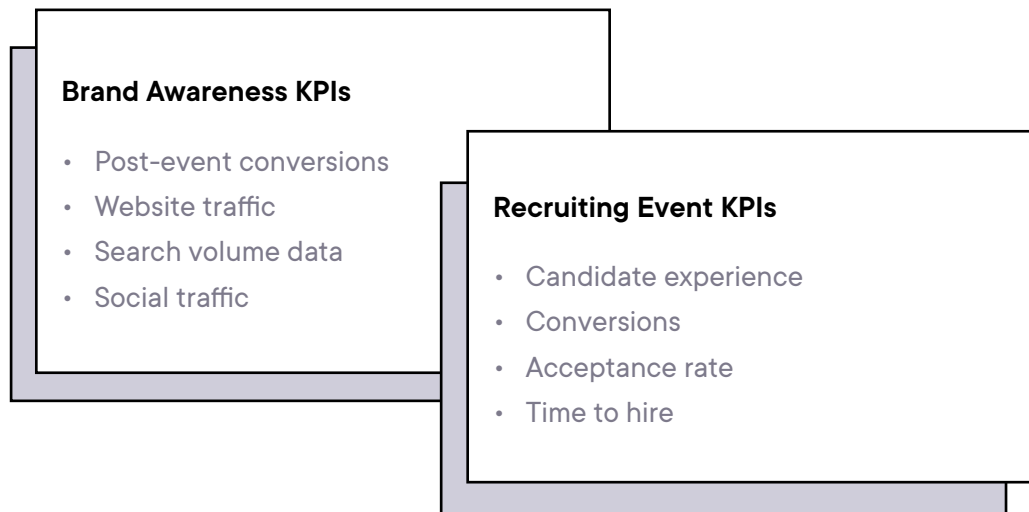
“Analyzing and understanding your metrics at a holistic view is the key to future success with your recruiting events. Determining what impact your event had on guests — your candidates — will help you strategize and plan future events. The most meaningful insights we use to attract the best candidates: event page clickthrough rate, channel funnels, and repeat registrations.”



CINDY LIEN
OPS COORDINATOR, GLOBAL EMPLOYER BRAND & MARKETING
FACEBOOK

Critical KPIs to Measure Recruiting Events

Since your goals for recruiting events are probably to build brand awareness and develop the talent pool, focus on these KPIs when measuring success.

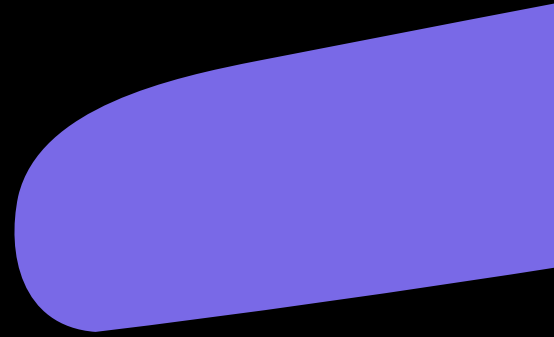


Get definitions for these KPIs on the next page. →

Hosting Virtual & Hybrid Recruiting Events

Whether your recruiting event venue is your company's lobby or a virtual meeting room (or both), candidates want the same thing: to learn about the people, what the company stands for, and what it would be like on the inside.

That's why you need to immerse your candidates as deeply as possible into your brand when hosting virtual events. Invite a diverse group of representatives from your company. Share a virtual tour of your office. Schedule one-on-one breakout conversations. And ensure **every touchpoint is on-brand**.



Definitions of Event KPIs



Definitions of Event KPIs

Brand Awareness KPIs

Post-event conversions: After your event, what actions did your attendees take? You can look at metrics like content form fills, demo requests, and email subscriptions.

Website traffic: Did your website traffic spike after your event?

Search volume data: After your event, did search volume for your company increase? What about search volume for your company name plus the event topic?

Social traffic: Are attendees talking about you on social media after your event? Look at metrics like mentions, engagement, and reach.

Thought Leadership KPIs

Website traffic: Did your website traffic spike after your event?

Social traffic: An increase in followers could mean people are starting to trust your company or view your internal experts as influencers.

Post-event conversions: After your event, what actions did your attendees take? You can look at metrics like content form fills, demo requests, and email subscriptions.

External website referrals: Have you seen an increase in external website referrals, also known as backlinks, post-event? These show that others respect your work enough to link to it on their own site.

Media mentions: Like social activity, have you been quoted or referenced in any traditional media publications or partner blogs?

Demand Generation KPIs

Net-new leads: How many brand-new people entered your sales funnel because of your event?

Qualified leads: How many of those net-new leads are qualified to continue moving down the funnel?

Cost per lead: Based on your total event cost, how much are you spending to obtain each new qualified lead?

Pipeline generated: How much opportunity (monetarily speaking) is possible with your newly qualified leads?

Event Revenue KPIs

Event ROI: How much revenue did you make from the event itself (total revenue from ticket sales minus total event cost)?

Conversions: How many prospects converted to customer status after your event?

Recurring revenue: How much revenue did you generate from those who converted? What was your average deal size?

Retention & Loyalty KPIs

Net Promoter Score: After your event, did customer satisfaction increase, decrease, or remain consistent?

Renewal rate: What percentage of your customers in attendance renew their business each year?

Recurring revenue: How much additional revenue did you generate from account expansions?

Engagement level & health scores: How engaged or healthy are your customers who attend events versus those who don't?

Referrals: How many referrals have you received from customers who want to attend your events?

Recruiting Event KPIs

Candidate experience: How likely are your attendees to recommend your recruiting events to a peer?

Conversions: How many candidates go on to apply for a position with your company?

Acceptance rate: What percentage of candidates who apply directly from attending an event go on to receive an offer and accept it?

Time to hire: How long does it take for a candidate who attended your event to become a new hire?

Employee Engagement KPIs

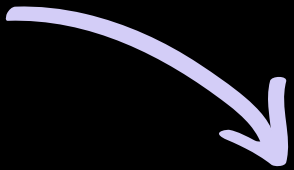
Net Promoter Score: After your event, did employee satisfaction increase, decrease, or remain consistent?

Engagement levels: How engaged are your employees who attend events versus those who don't?

Turnover rate: How long do your employees stick around?

Absenteeism: Aside from allotted PTO, how often are your employees calling in?

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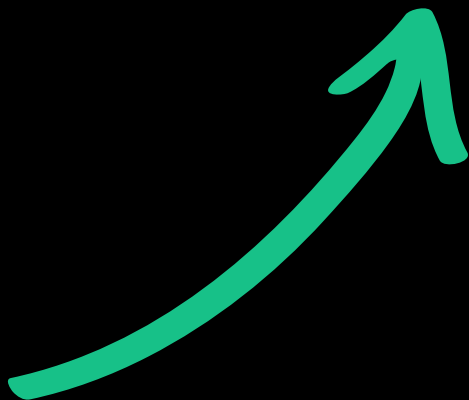


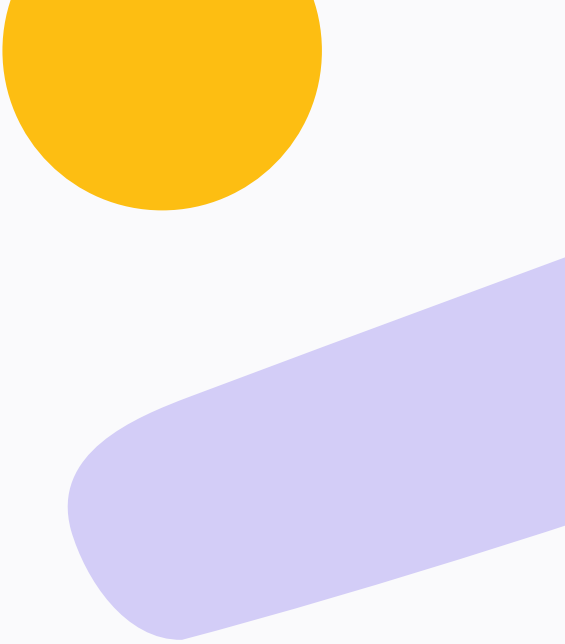
*The Event
Marketer's*



CHECKLIST

*for Today's
Agile Events*





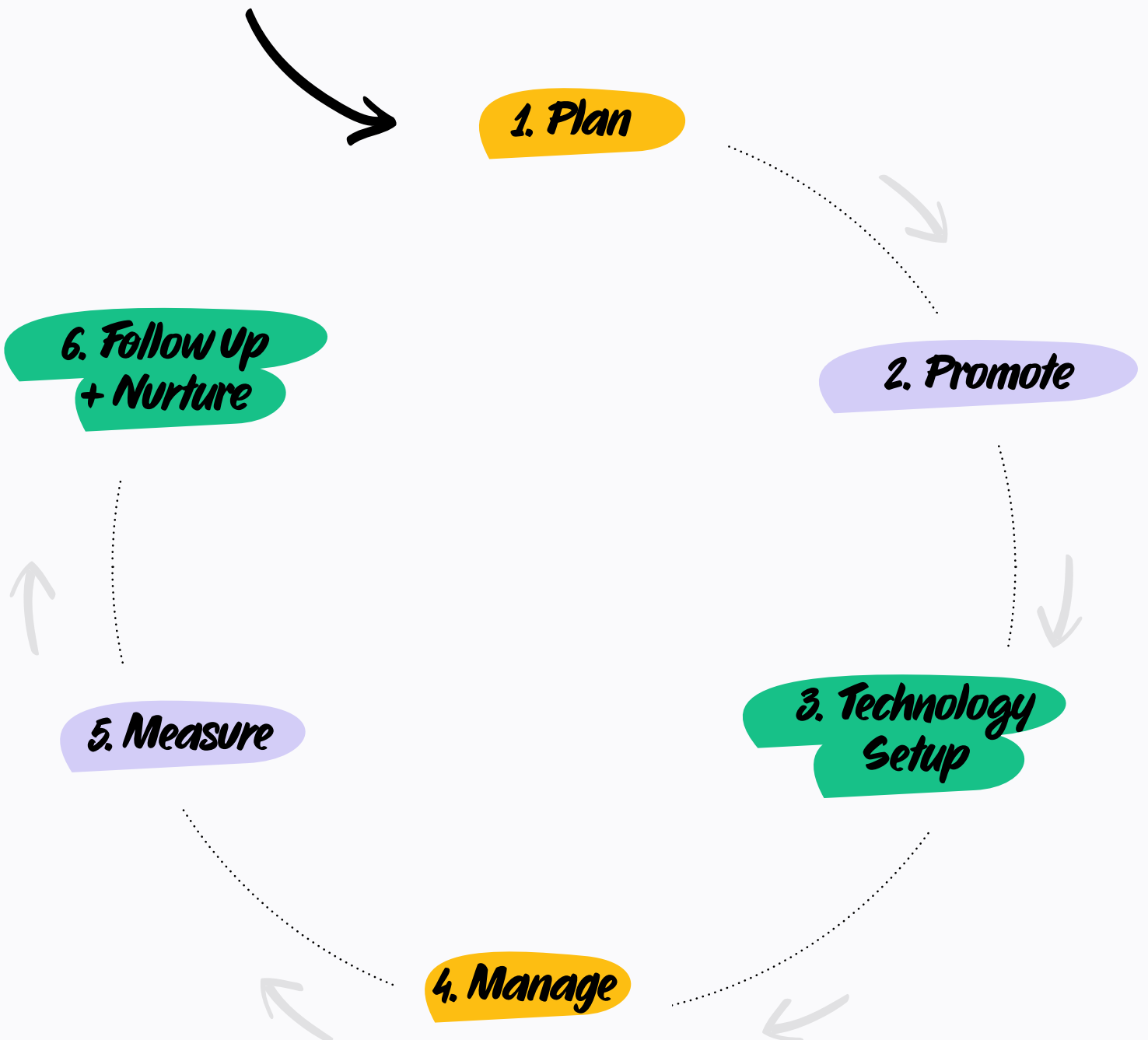
Adaptable. Strategic. Thoughtful. Able to hold a 30,000-foot view of their programs while also rolling with the punches. Event organizers are obviously some of the most agile professionals in the world.

And it's not just about agility. Event marketing can be complicated. There's a reason it's consistently named as one of the most stressful jobs. They need to deliver business results while also giving attendees meaningful, **engaging experiences**.

That's where this event marketing checklist comes in. It's not meant to be a checklist of every single thing you need to do. But it'll keep you on track with all the high-level, strategic pieces of your event programs.

The Event Lifecycle

To make this checklist easier to use, we've organized it into six core stages of an event's lifecycle. Within each stage, we've also outlined the strategic components needed to support it.



Planning Your Event

- Define your event topic and goals
- Determine your budget
- Determine ticketing strategy
- Determine the event setting (virtual, in-person, or hybrid)
- Determine the event format (networking event, panel discussion, workshop, etc.)
- Determine your target audience
- Identify speaker strategy
- Determine sponsorship strategy
- Confirm event date and time
- Assess accessibility requirements
- Document your emergency preparedness protocol




Pro Tip






Coordinate your target audience lists between sales, marketing, customer success, and any other relevant departments.

Think about location, companies, industries, and personas or titles.





Promoting Your Event


 Develop pre-event promotions strategy, including:


-  Target audience
-  Event details
-  Key messaging
-  Planned promotion channels
-  Promotion calendar

 Design event branding

 Build your event page, including your registration form and any back-end integrations

 Confirm you're adhering to GDPR and other privacy regulations

 Build and test emails, share cards, and other promotional materials






 Build and test confirmation emails (include URL or access link if it's a virtual event)

Pro Tip








Create promotional copy for your various target segments, based on title, industry, etc. In addition, segment your follow-up emails based on previous email activity (e.g., if they opened your first email but didn't click through to register, try a new angle or offer).

Setting Up Your Day-of Event Technology

On-Site Tech Setup








-  Test electronics, A/V, WiFi, etc.
-  Ensure all staff have downloaded the check-in app
-  Test attendee data capture to ensure information syncs across devices and to your CRM system
-  Set up check-in kiosk, if you're using self-service functionality
-  Set up badge printers and test to ensure they auto-print upon check-in

Virtual Tech Setup








-  Set up virtual event page and any other broadcasting or audience engagement tools
-  Configure day-of logistics, like virtual check-in, waiting rooms, and audience settings
-  Test back-end functionality, including integrations
-  Validate tech for special moments, like music, video, and screenshare
-  Prepare fallback plans if anyone has technical difficulties
-  Ensure all presenters are comfortable with the technology
-  Confirm chat and Q&A managers

Managing Your Event

On-Site Management

-  Get a good night's sleep the night before
-  Arrive early to walk through the event space
-  Connect with your speakers and sponsors
-  Test electronics, A/V, WiFi, etc. one more time
-  Lead and facilitate your event
-  Manage any day-of-event problems that arise
-  Gather event images for post-event promotions

Virtual Management

-  Get a good night's sleep the night before
-  Connect with your speakers and sponsors
-  Test your virtual broadcasting and engagement tools one more time
-  Lead and facilitate your event
-  Manage the chat and Q&A
-  Manage back-end technical support and troubleshooting
-  Gather event screenshots for post-event promotions

Measuring the Success of Your Event

- Pull registrant and attendee lists, and segment those lists for both sales and marketing follow-ups
- Sync your lists to your marketing automation and CRM systems, if your event marketing platform doesn't do so automatically
- Build and send event survey to your attendees within 24 hours
- Pull and analyze internally produced event metrics and KPIs
- Compile survey data when available
- Conduct post-mortem with all event teams to discuss:
 - Personal event observations
 - Event KPIs and performance
 - Key learnings and takeaways
 - Attendee feedback








Pro Tip


Ask your attendees to take a quick survey while on-site. Most people will be more inclined to take this survey while they're at your event, rather than after it, plus they'll remember so much more, meaning you'll get the best feedback.





Following Up & Nurturing After Your Event


 Develop post-event nurture strategy for customers, segmenting by attendees and no-shows


-  Offer list
-  Key messaging
-  Planned nurture and/or follow-up channels
-  Dates of nurture and/or follow-up





 Create event recording and make it available on your website

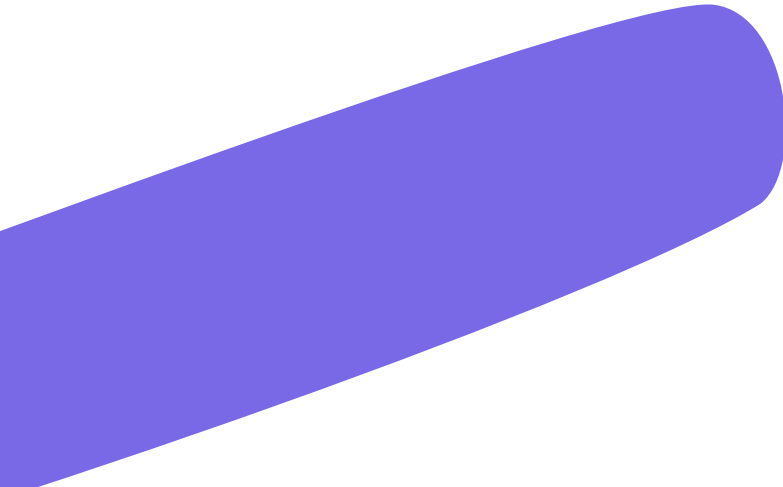
 Update your event page to post-event status and update messaging and dates

 Upload photos or multimedia to your event page

 Build, test, and send attendee and no-show emails

 Develop post-event nurture strategy for prospects, segmenting by attendees and no-shows

-  Offer list
-  Key messaging
-  Planned nurture and/or follow-up channels
-  Dates of nurture and/or follow-up



Discover an event marketing platform that
scales to support your agile event programs,
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