

Running a Successful Recruitment Event: Top Tips

Having worked with numerous NHS organisations to ensure their recruitment events run smoothly, here are our top tips for a successful event.

Goal setting

Set the objective and communicate this to your teams, ensuring everyone is in agreement. You need buy-in from multiple stakeholders to achieve success.

Get your team on board

Who do you want to attend from your organisation? Find out their availability to ensure it matches with the event details. Make sure you are involving people who will engage, inspire and provide the most positive experience possible for potential candidates!

Establish a clear plan

Ask questions such as:
Will you have a speaker or speakers?
If so, what will they say?
Will there be interviews on the day?
If so, who will take part in panels?
Will you have stands for departments?
If so, who will man them?
What's in it for the attendees? How can you ensure they have a good experience?
What are the next steps for attendees and how will you keep them updated post event?

Save the date

And promote it as soon as possible!
From experience, we have found the optimum time required to promote a recruitment event is **6-8 weeks**. You must plan in advance, ideally with a schedule of several events pre-planned across the year.

Advertise

Communicate with candidates through as many channels as possible to promote the event, such as:

- High impact, creative social media campaigns.
- University relationships. An advert to share with university and partner organisations is a great way to attract students.
- Get staff involved. Make sure staff share the social media campaign to create awareness and drive outreach to their friends and family.
- Posters and banners on site.
- Use ticketing services such as eventbrite.
- Shout about your USPs!

Pre-event screening

Ensure you have some way of managing registrations. A simple pre-event application form is a great way to do this, enabling you to maximise applicant conversion and speed up the recruitment process.

Have slick processes

Your event is a representation of your organisation, it should run like clockwork. Remember, every attendee is looking to put their career in your hands and could also be attending an event at your closest competitor. You must stand out.

Have a clear follow up process

You must be clear about the next steps and you must follow up with candidates when they expect it, otherwise doubt on their decision will set in.

Put the candidate first

Make it uber clear where they are to go! If possible, remove barriers by offering free car parking; foolproof signage; and ensure staff on site are aware the event is taking place.

Create a positive environment

Finally, once you have put in the prep work, make sure you all have fun. A positive culture is what candidates will buy into more than anything else.