

NOW & NEXT

PRESENTED BY RIPPLEMATCH

Your Best Fall Yet

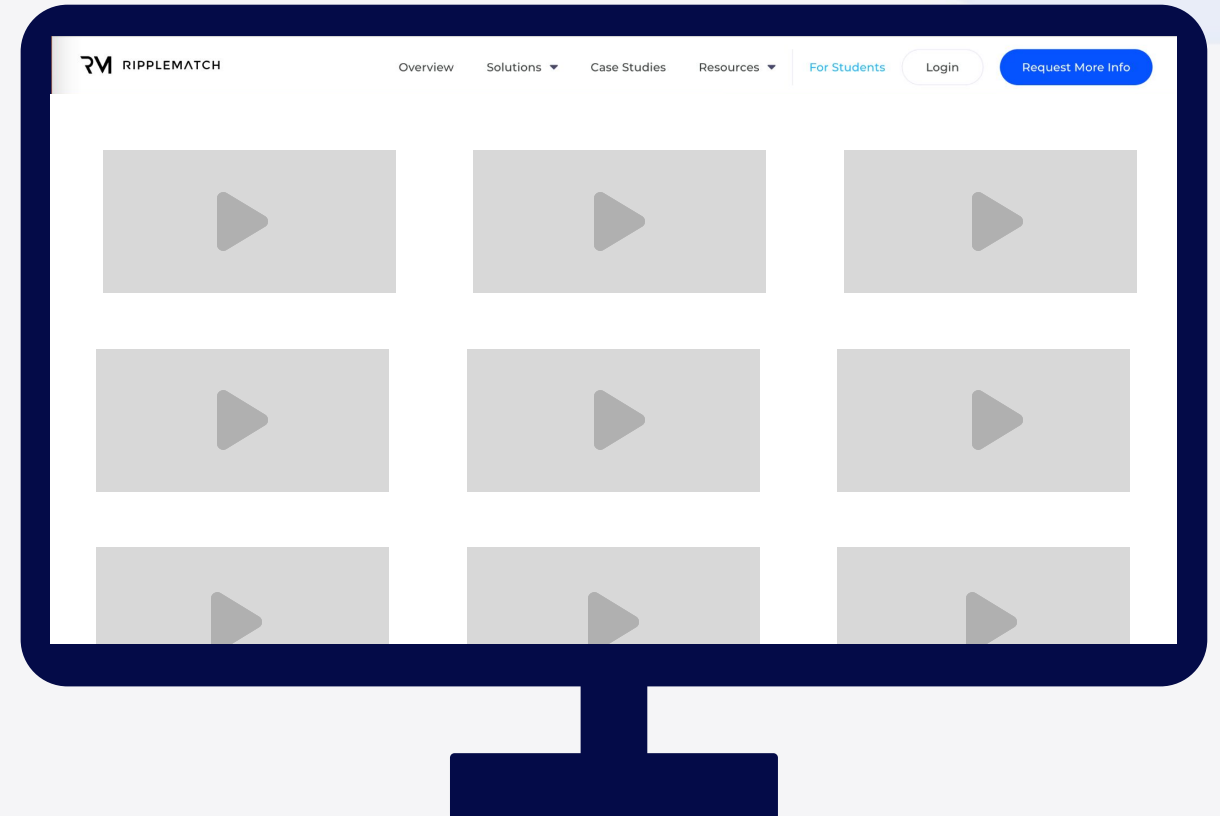
**How to Craft a Successful and Engaging
Fall Recruitment Events Strategy**

NOW & NEXT

Our weeklong customer event is exploring how you:

- Can take on today's most pressing challenges
- Can balance demands and complexities of an unpredictable future
- Attract Gen Z talent
- Prepare for tomorrow's hiring landscape

For all session recaps, recordings, and materials visit, resources.ripplematch.com/now-next-recap



NOW & NEXT Pulse Survey

What percent of teams are returning to in-person recruitment this fall? What strategies and methods will be leveraged most for the season ahead?

After completing the survey, we will send you a \$5 gift card, you'll be entered in a raffle to win a RM audio speaker, and we will share the final results after the conference!



Speaker

Halley Lipsky

Solutions Architect, *Events Specialist*

RM RIPPLEMATCH



Agenda

Components of a Strong Event 5 min

Events Strategy Framework 5 min

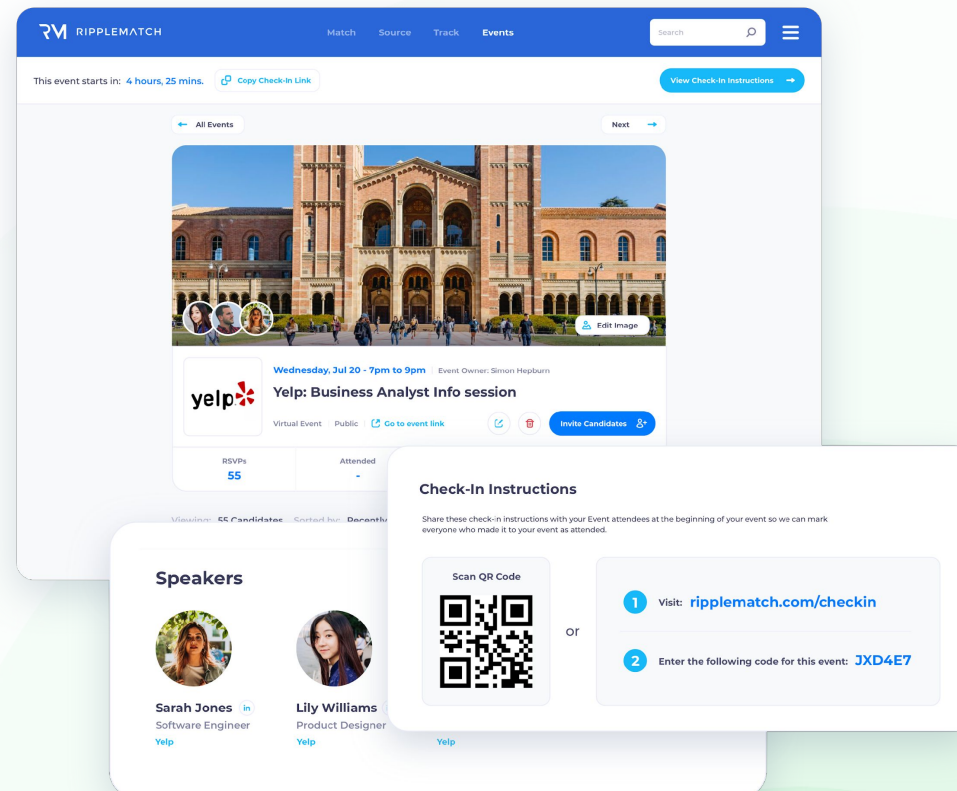
Applying the Framework 20 min

Q&A 15 min

What is RippleMatch Events?

Your all-in-one events management solution.

Track everyone you meet, easily invite them to apply for your open roles, and see which events lead to ROI.



Why host or attend events?



Cast a wide net to meet new candidates

- Build your talent community
- Tap into new networks



Get candidates excited about working for you

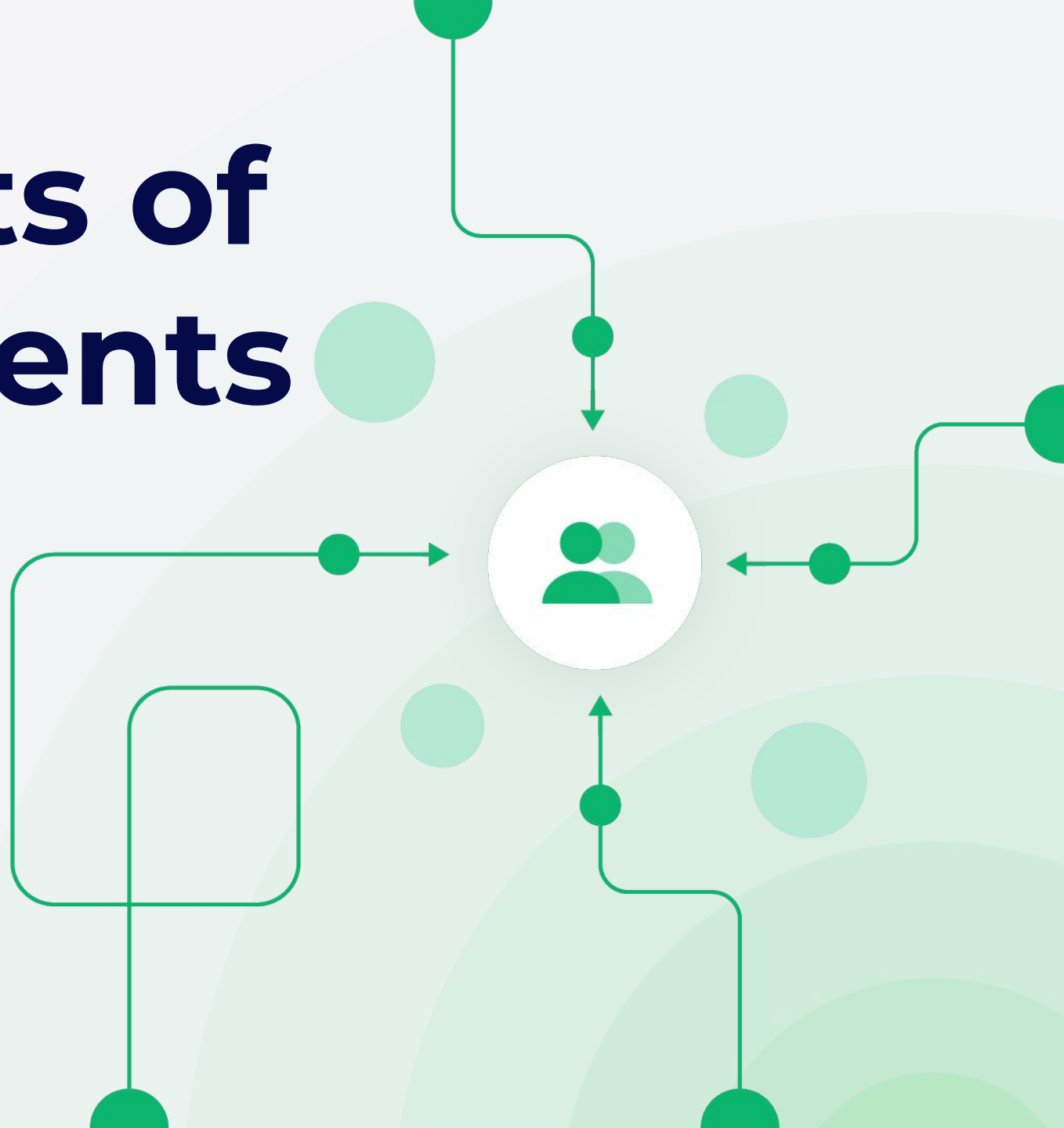
- Prevent reneges
- Keep candidates warm
- Tell your story to the world (brand building)



Help you achieve your hiring goals

- Reach the right people
- Target diverse talent
- Prep candidates for success

Components of a Strong Events Strategy

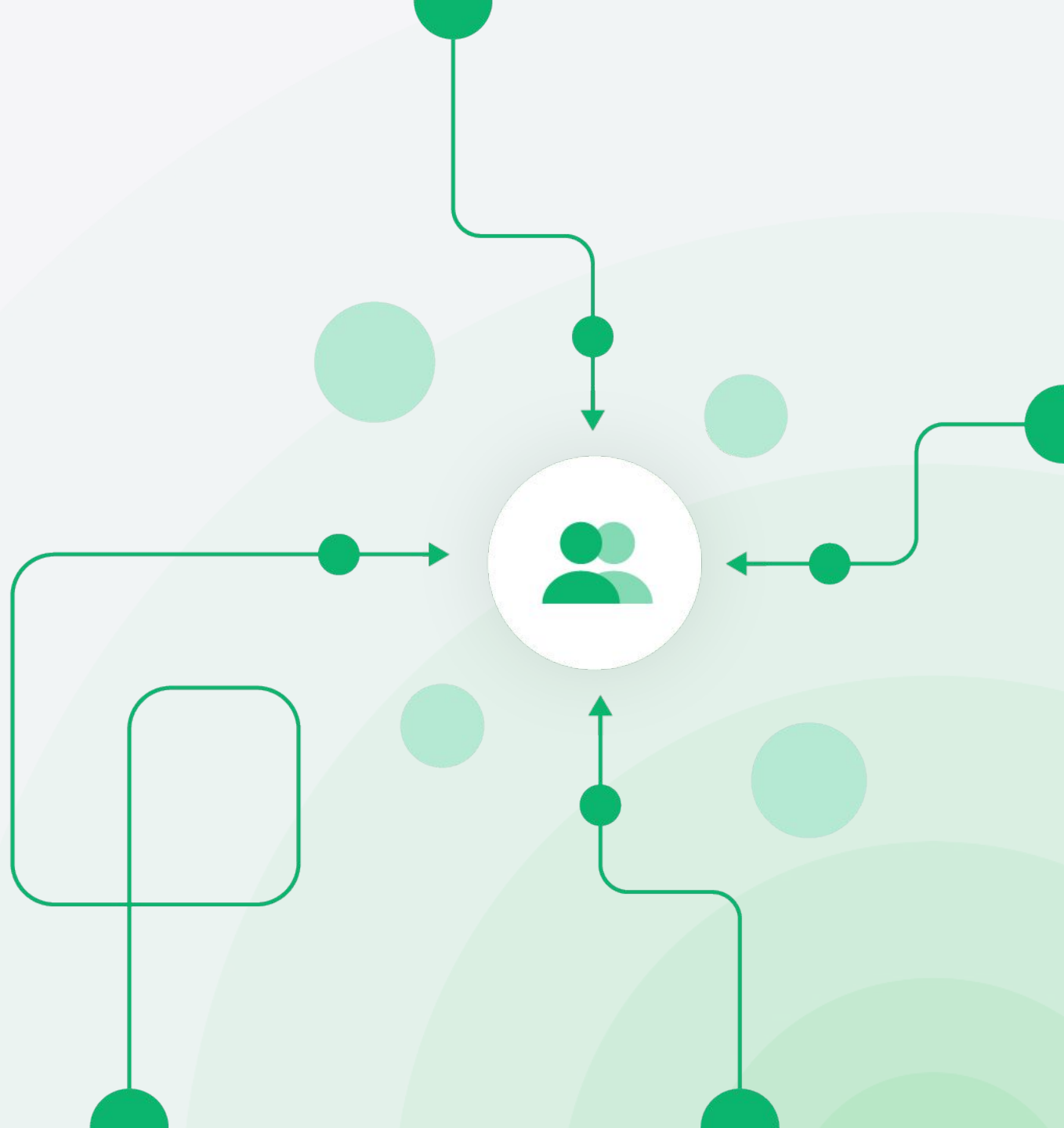


Components of a great event

If there is no value to an event, there is no point of having it.

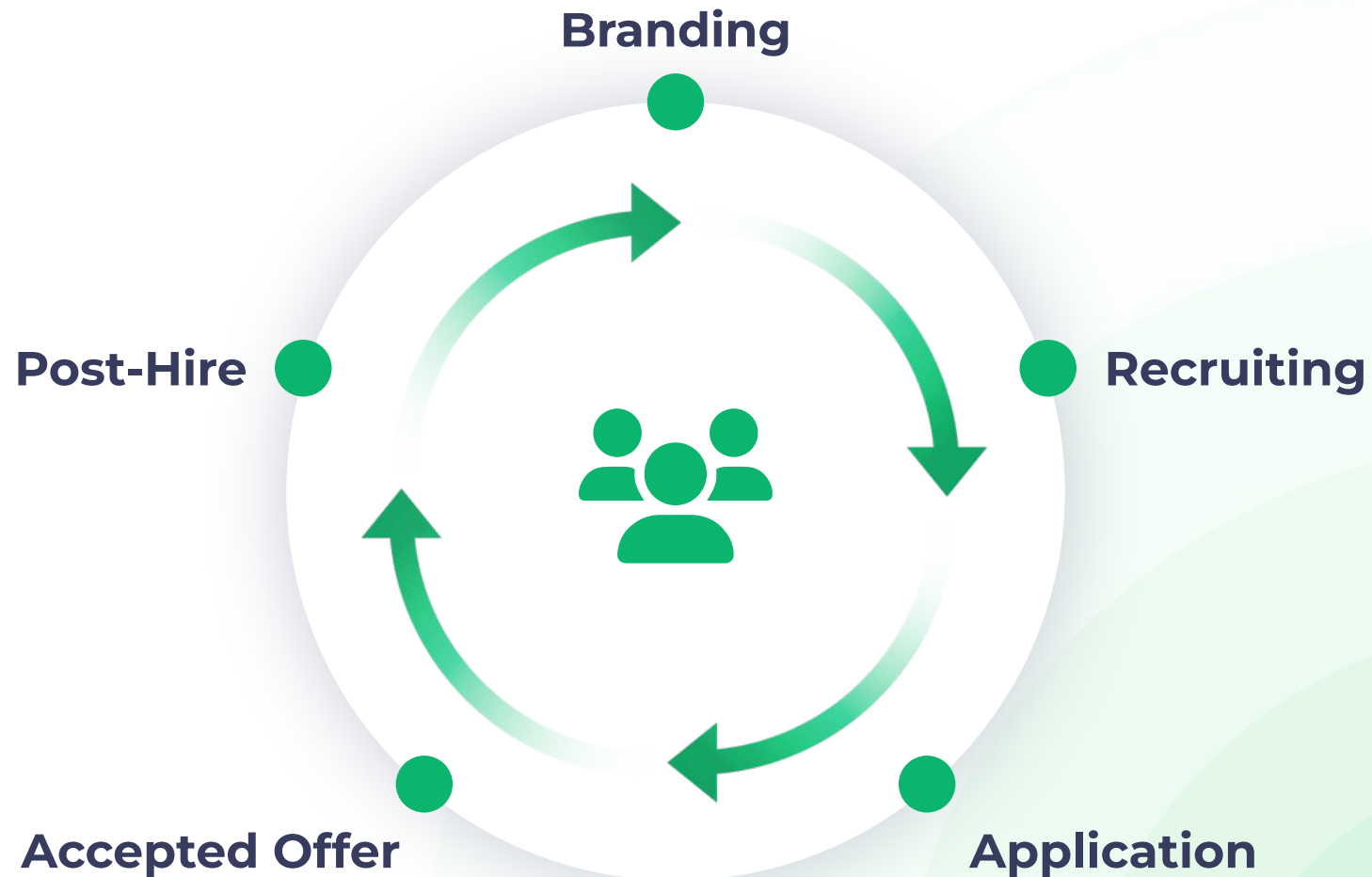
- Why?
 - What do you hope to achieve by hosting events?
- Who?
 - Who is your target audience?
 - What internal resources are available to execute your events?
- What?
 - What does the data tell you?
 - What kind of presence do you want?
 - What will the candidate walk away with?
- Where?
 - Where will your event take place (virtual, in-person)?
- When?
 - When do you have time to execute?
 - When is the most ideal time for candidates?

Events Strategy Framework



Year round recruitment cycle

Events are not just for the Fall



How events influence every stage of your recruiting cycle

Branding

- Share engaging information
- Career fair at core schools
- Partner with organizations

Recruiting

- Event for hard-to-fill roles
- A day in the life event
- Competitions

Application

- Assessment or Interview Prep Session
- Networking opportunities
- Q&A session ahead of offers

Accepted Offer

- Intern meetup
- New hire happy hour
- Mentor pairing program

Post-Hire

- Tips to transition from intern to full time hire event
- Keep-in-touch game night

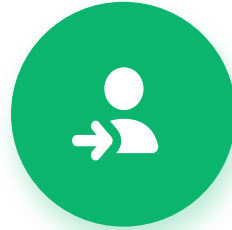
Event Strategy Framework



Desired Outcome

(What, When)

What part of your recruiting cycle are you trying to influence?
What are you hoping to accomplish, and when?
What is the value-add?



Target Audience

(Who)

Who are you looking to reach? Where can you reach them? What resources do you have available to help you execute?



Specific Tactics

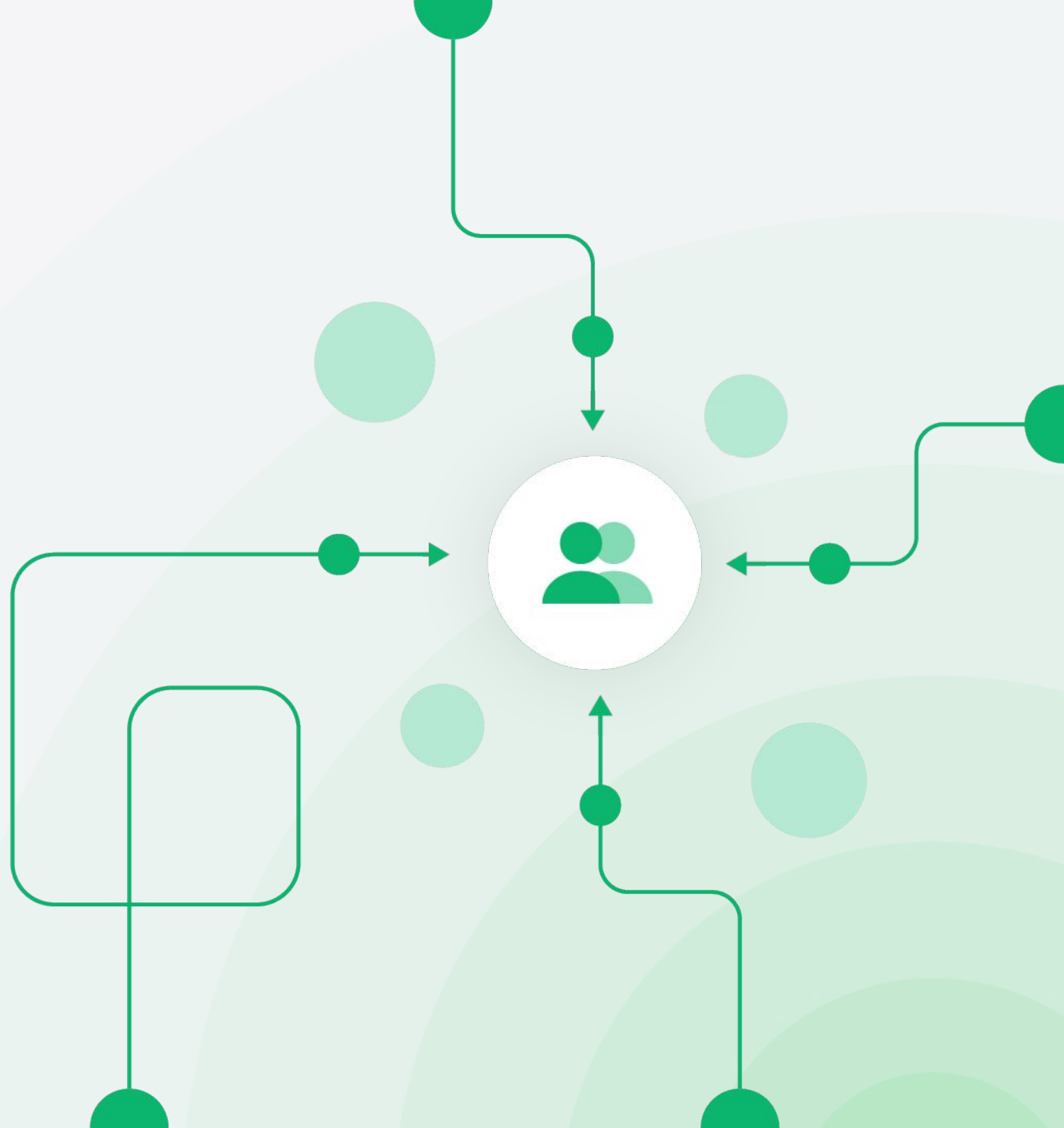
(How)

What kind of event will help you achieve your desired outcome?


- Career Fair
- Conference
- Hosted by you

Events Strategy Framework

Tying it all together



Take-Home Resource



Strategy Worksheet: Events

How to create your strategy for success
 For each stage of the recruitment cycle document your desired outcomes, target audience, and what events you will plan to achieve your goals. Need more inspiration? Check out these additional resources:
[100 Event Ideas](#) [Events FAQs](#)

Stage	Desired Outcomes <i>(What/When)</i>	Target Audience <i>(Who/Where)</i>	Specific Events <i>(How)</i>
BRANDING			

How to create your strategy for success
 Events should happen throughout the entire recruitment cycle — from branding to post-hire. This worksheet will guide you on how to reach candidates at each stage of your cycle so your team always has warm leads at the ready.


BRANDING
RECRUITING
APPLICATION
ACCEPTED OFFER
POST-HIRE

For each stage of the recruitment cycle you should think about your desired outcomes, audience, and tactics (events you'd like to plan). Below is a framework to help guide your planning for each

What are your desired outcomes? <i>(What/When)</i>	Who is your target audience? <i>(Who/Where)</i>	What are your specific tactics (events)? <i>(How)</i>
e.g. Hire 40 Software Engineering Interns during Fall recruitment.	e.g. Incoming Seniors majoring in Software Engineering.	e.g. Day in the Life of a Software Engineer Intern at RippleMatch.
Answer questions like: <ul style="list-style-type: none"> • What are you hoping to accomplish? • What is the timeline for this? • What content might you need to create? 	Answer questions like: <ul style="list-style-type: none"> • Who are you looking to reach? • Where can you reach them? • When is the best time to reach them? 	Answer questions like: <ul style="list-style-type: none"> • What events will you plan? • How will you promote each event? • Who will execute the plan?

2 of 2

1 of 2



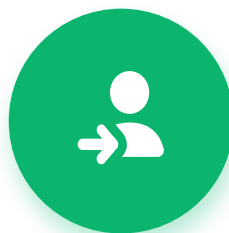
Applying the Framework

Stage: Branding



Desired Outcome

- Spread the word about our company culture to candidates who we haven't met yet before we open roles for the season



Target Audience

- Candidates at our core schools
- Tap into new networks of candidates
- Virtual or in-person events



Specific Tactics

- Host a virtual event before roles are open that is a combination of information and an interactive component to proactively build pipeline and reach

Events I'd host or attend to increase brand reach

1

College Course Guide: The Best Courses to Take for Your Career

2

[Company Name] Virtual Open House. We're Hiring!

3

[School Name] Career Fair

4

Fit Check: How to pick the right company for you

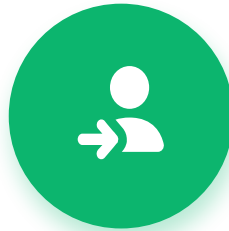
Applying the Framework

Stage: Application



Desired Outcome

- Make sure diverse candidates make it through the interview & assessment stages of our process



Target Audience

- URM candidates
- First Generation College students



Specific Tactics

- Events geared towards making candidates more competitive in the application and interview process

Events I'd host or attend to drive applications

1

Assessment Prep Session

2

Job readiness: Interviewing Skills, Resume Workshop

3

[Industry] Networking Meet and Greet

4

Info Session: Specific Career Path

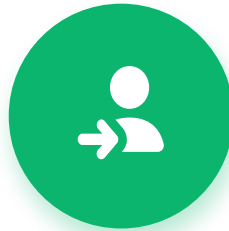
Applying the Framework

Stage: Hired



Desired Outcome

- Ensure recent hires feel connected to us between the time they accept an offer and their start date



Target Audience

- Candidates who already accepted an offer
- Candidates who are about to be extended an offer



Specific Tactics

- Introduce recent hires to one-another and pair them to mentors or future teammates

Events I'll host or attend for candidates who have accepted a role

1

Monthly Mentorship Sessions

2

Professionalism 101: Master the skills needed in the workplace

3

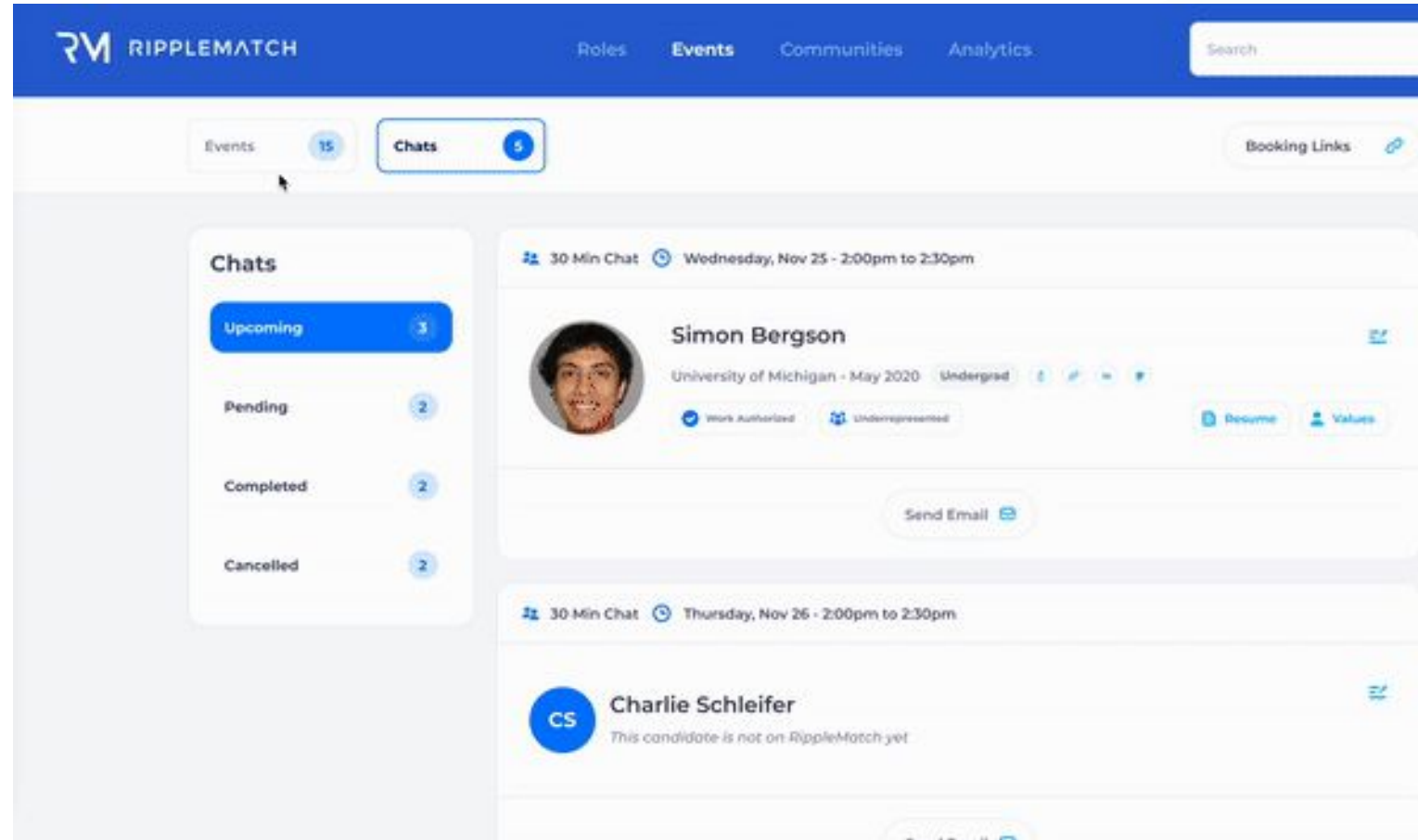
[Company Name] New Hire Happy Hour

4

[Role Name] Intern Meet-Up

Events Demonstration

Coming Soon: Chats



Thank you for your product feedback!

Here's a few recent additions based on your input

- Resume uploader
- Recruiters can check-in candidates
- Improved evaluation process
- Event drafts
- Branded emails when candidates check-in
- Templates for sharing tracking links

GUILD

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NOKIA

Amplitude

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Q&A

Upcoming Events Sessions:

- [July 20th, 11:30-12:15pm ET](#): The Return to In-person Events: Tips and Tricks for a Seamless Season
- [July 26th, 2:00-2:45pm ET](#): Make the Most of the RippleMatch Events Tool to Supercharge Your Pipeline