

Strategy Worksheet: Events

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.



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?

(What/When)

Who is your target audience?

(Who/Where)

What are your specific tactics (events)?

(How)

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:

- *What are you hoping to accomplish?*
- *What is the timeline for this?*
- *What content might you need to create?*

Answer questions like:

- *Who are you looking to reach?*
- *Where can you reach them?*
- *When is the best time to reach them?*

Answer questions like:

- *What events will you plan?*
- *How will you promote each event?*
- *Who will execute the plan?*

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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](#)

