Oleeo

A Buyer's Checklist to Events Software

Recruiting events should be something every recruiter looks forward to. It's a time when they can see potential candidates all at once, up close and in-person. High-volume hiring events, especially, give them the ability to talk to applicants, have impromptu interviews and even make an offer right there on the spot.

However, most of the time, events are something recruiters grow tired of because of the energy and work required. Whether your recruiters are going to an event or your company is hosting one, recruiting events can become stressful if you don't have the right tools and are continuously relying on updated spreadsheets and memos to help meet your goals.

Your recruiters and talent acquisition team, in general, will be more successful and your company will meet more goals when you leave an event with the best résumés/CVs in hand. How can you ensure this happens? Investing in technology that helps recruiters stay energized about high-volume hiring events to attract, engage and hire the right diverse talent faster than ever before is one full-proof way to meet your high-volume recruitment goals. When it comes to event management software, what should you look for and how should you evaluate each vendor? Go through our quick checklist to make sure you're making the right investment for your team to unleash their potential!

Assess Your Current Events Needs

Your recruiters know what it takes to make a high-volume hiring event successful. Learn what tools are working, what's not and what might be missing in your strategy so you can seek out the perfect software.

◯ **Start by Asking These 9 Questions:**

1. Do you have a method to identify key recruiting events to reach your

   target candidates?

2. How are you communicating your presence to attendees at different recruiting events?

3. What does the organization of event management look like at your company? Calendars, spreadsheets, memos and manual updates?

4. Does you candidate registration, whether pre-event or during, take too long?

5. Do you have the ability to build custom registration forms specific to the information your talent acquisition team needs to know?

6. What does candidate engagement look like after the event? Is it existent? If so, is it a manual or automated process?

7. Do your recruiters and event attendees have the ability to provide instant feedback and leave comments about candidate information and conversations instantly at the event?

8. Can your talent acquisition team quickly assess the effectiveness of each event with metrics readily available?

9. What are the biggest pain points your recruiters face when it comes to recruiting events?

What to Look for In an Events Software

You've gathered answers and feedback from those on the frontlines and you know what's working and what needs some help. Now it's time to fill in the gaps and start looking at the tools that will get you results.

When planning or attending a recruitment event, there are certain things attendees expect to see when they arrive. What are the musts that your investment should feature?

○ **The Ability to Create and Manage Events Right from Your Career Site.** An event management tool with this feature gives you all the power when coordinating events. More importantly, your attendees will be updated on everything happening with the event with a simple click to your page.

○ **Automated Candidate Registration.** Make things faster and easier for your attendees by automating pre-event and on-site registration. Dynamic workflows will accommodate to each unique event requirement and give time back to your recruiters so they can spend more time getting to know candidates and building relationships.

○ **ATS and CRM Integration: Keep the Best Résumés/CVs for Later.** Attendees want to know their résumés/CVs aren't going to fall by the wayside the minute they leave your table or event. Having a system in place that integrates with your current ATS and CRM to keep the most important bits of résumés/CVs is crucial during busy events.

○ **Registration Form Builder: Make the Registration Process Simple.** With each new event comes a new registration form. Make it easy on those registering by having a template set up to capture the information you need to know as well as the customization ability to get information that may be specifically important to your talent acquisition team.

○ **Registrant Self Check-In: Let the Attendees Do Some of the Work.** If you're the one hosting the event, your team isn't going to have time to check in every attendee. Have a system in place so they can check themselves in. You'll both be able to spend more time engaging!

○ **Mobile and Cloud Capabilities.** Your recruiters are busy, they travel a lot and they like to have fun mingling around the event. Make sure your software also has a mobile app they can access anytime and anywhere to give them the ability to keep track of what's happening next, track candidates and add comments in real time.

○ **Multiple Event Type Management.** Have a couple different ways for your recruiters and attendees to keep track of things. If you're hosting a variety of events, you're going to need a variety of ways to keep in touch and stay up-to-date.

○ **Registrant Communication Center: Keep in Touch Once They Leave.** Or while they're in front of you! A tool with a communication center for attendees will help your recruiters know what everyone is up to. It's also a great way to connect with them after the event.

○ **Support You Can Count On.** Technical difficulties happen, we've all been there. Ensuring you select a software with dependable service and support will give you peace of mind when things aren't quite going as planned.

Make a Wish List and Have Your Questions Ready

If you could imagine the best tool to put on a great recruitment event, or obtain the best presence at high-volume hiring events, what would it look like? Make a list of the features you would want most and help you make each event a success to attract, engage and hire the best talent faster. Indicate which items are deal breakers, must-haves and nice to haves.

What to Add to Your Wishlist:

- Built-In dynamic workflows

- Mobile app

- Real-time reporting

- Super Day interview and outcome management

- Referral management

- Interview scheduling

Once you have your wishlist, take the time to build a list of questions to ask when vetting vendors that will help you gauge whether or not their philosophies align with your own when it comes to recruiting the best quality talent at hiring events.

Selecting the right events software gives you the ability to recruit top talent at high-volume hiring events with ease including big on-campus career fair, job fair, in-house event and more. Even more important, you're able to save time by screening, interviewing and potentially making an offer all in one fell swoop.

Ready to have your most successful event yet? Download our brochure **Less Stressful. More Eventful.** and explore Oleeo Events during your solution evaluation process. We're confident our best-in-class technology will check all the circles on your list!