

Notes from breakout groups:

Understanding the Mission and Purpose of the Event.

- Primary purpose.
- Goals and objectives.
- What success looks like.

Venue and Logistics.

- Private stations, for more formal and private conversations.
- Computer lab for onsite skills testing.
- Skype station for offsite candidates.
- Side area with refreshments for candidates to “gather” themselves, away from the commotion.
- Include key employees to answer questions.
- Refreshments.
- Accessibility.

Communication Plan.

- Internal communication plan – to include how to communicate specifically to internal pool of candidates.
- Social media.
- Non-profits in the area with apprenticeship and job skills programs.

Managing the flow of the event.

- Consider mini- key note speakers/hiring managers instead of one key note.
- Tables to the side where current employees can speak with prospective candidates.
- Control branding, but allow for creativity at each division’s desk.

Creating an emotional moment.

- Speak about agency culture, and make sure it is a realistic portrayal.
- Testimonials.
- Values opportunities.
- Employer of choice benefits.
- Meaningful public service.

What is the take away from the event?

- Candidate experience.
- Hiring Manager experience.
- Agency brand.

Plan for repeatability and expandability.

- Hiring Manager feedback.
- Candidate feedback.
- Recruiter feedback.
- How many applied, how many were hired, and how were they regretted?