



**WHITEPAPER**

# HOW TO

Get the Most Out of Your Recruitment Events

# INTRO

There's a lot of talk about digital marketing, employer brand and recruitment advertising going around and while all of those things are really helpful when it comes to building your talent pool, there's an unsung hero of recruitment.

## Events.

From your very first campus recruiting event to your monthly corporate lunch and learns, events are often the cornerstone of a great recruitment strategy and they come in all flavors, sizes and shapes.

### From the intimate:

- Employee Referral Happy Hours
- Company Lunch and Learns
- Hackathons and Industry Meetups

### To the massive:

- College recruiting events
- Veteran hiring events
- Diversity fairs
- Regional career fairs

**...and even online webinars! No matter which types of events you implement within your recruiting strategy, it will need three things:**

- A Goal
- A Plan
- Software to manage your candidates

This guide is created to help you navigate the waters of event planning, optimization and follow up. While events are less flashy than the social recruiting strategies and digital advertising, they are an important piece of your recruiting strategy because you are able to create a personal connection, so let's get them right!



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## SECTION 1

# Industry-Specific Recruiting Events: What You Need to Know

If you're in the recruiting business, you know finding good, qualified talent is no easy task. It can take months and hundreds if not thousands of dollars to fill those open positions. More frustrating is that these issues stem from simply not being able to get the one-on-one facetime that you need with a candidate.



### TIP:

The competition that exists on social media and job boards between companies looking for the best talent make it tough to hone in on the candidates you want. But, there is something you can do: Participate in industry events.

Industry event recruiting offers you a chance to meet and speak with multiple candidates while also letting them get to know your company and employees on an even deeper level before the interview even starts. But, the process of putting on such an event isn't a stroll in the park either.



# Here's what you need to know:

## Conduct Outbound Email Marketing

When conducting an event it's best to advertise ahead of time to get the word out. This is where outbound email becomes your best friend. Not only is it easy to send communication out, it's also very cost effective. Create a targeted list of candidates, as targeted as you can get, and market to them to get your highest event ROI. The process you create should also consist of landing pages and easy contact links so attendees can communicate and seek any extra information they may need. The easier you make it for them the better, and the more response you are bound to receive. This will in-turn make it easier to funnel through candidates in the future once their information is added into your CRM system.

## Engage with Candidates

Hosting a talent recruiting event brings in a wide variety of qualified candidates. But, it doesn't stop there. It's important to go around and actually engage with all of your attendees. That means shaking hands, asking questions, and getting to know them to see if they are the right fit for your company. At the same time, candidates will also be learning about your culture, your values, and more. In addition to engaging during the event, contacting candidates afterward is just as important - even if it's just to give them follow up feedback.

Events can be used for great talking points as well, again to engage, but also build brand and is the perfect way to start a continuing relationship with your talent pipeline. When candidates attend events they are more likely to stay connected and interested in the company, even if they aren't the best fit at the time. This allows you to build your network while opening and deepening your relationship with current and future potential candidates.

## Process During the Event

Along with engagement, you need to be paying additional attention to some key elements around the event. This will make the overall process for your new talent easy and accessible.

### THIS SHOULD INCLUDE:

#### Tracking

- Who the candidate talked with (from your team)
- Candidate contact details
- Thoughts from your team



In order to use this event to its fullest advantage, ensure that this process and information is available to your entire team. It may even be beneficial to conduct an overview meeting, and have everyone carry business cards and little notepads with them while to mingle during the event.

Recruiting events give your company the opportunity to reach candidates like never before while also showcasing your abilities as a company. Still not sure about setting up an event of your own? Let us help! Learn more about Oleeo Event Management.

## ARE YOUR EVENTS STALE?

**Here are some ideas to make your events better than ever!**

If you find yourself saying no to a significant amount of these tactics, break down each by priority levels and initiate in stages as to not overwhelm your recruitment department.



### **Make the old new again.**

Remember help wanted signs? Well, there is a way to recreate advertising for your event in real life! Look to nearby restaurants, bars, and shopping areas to advertise your presence at a career fair. Double down on this traditional take by posting on Yelp reviews and Foursquare reviews from people who visit these same places!



### **Go Mobile.**

Did you know you can advertise via mobile just to a specific area with social media? You can! Draw a radius around a business park, military base or community or university you want to recruit from and advertise your event.



### **Advertise alongside tunes!**

Nearly everyone listens to music, whether it's old school radio stations in their cars or via streaming stations like Spotify and Pandora. You can purchase ads on stations you think your target audience will be listening to and get the word out that way!



### **Let's get competitive.**

Ignite the competition in your target audience by inviting them to scavenger hunt, creating a puzzle to solve (those who do get an on-the-spot interview!) or give away swag to those who get to your booth first. Create scarcity by only having 10, 50 or 100 of a certain item so people are rushing to fill out your applications.

## SECTION 2

# Campus Recruiting Events

Campus recruiting is one of the very first career events we're exposed to as a job seeker, and many talent acquisition professionals cut their teeth in the world of campus recruiting. While the schedule can be grueling, especially during high-volume times (like nearing graduation), the exposure, especially to one's target schools, is nearly unparalleled.

Campus career fairs can be a boon to your talent pool and pipeline, especially when done right. So first, identify your plan. What is your specific goal for this school? Is it a new school for your company or do you have an established presence there? Are you sending people well-versed in your culture and needs, or whoever is closest? For many companies, too little time is spent on the planning and goals of the event. Instead, focus on preparing as you would for any event.

It is crucial to create a long lasting relationship with schools who align with your industry, are in your area and who reliably produce graduates who fit well within your company. However, as the workforce shifts and people's goals for their own careers start to change, consider whether new schools should be added to the mix. For example, many companies are starting to hire from coding camps, technical schools and alternative MBA programs.



***Bootcamp students have just invested the last 12+ weeks of their lives (financially and time-wise) fully diving into a new skill that they love, and they're pumped to graduate and start their first jobs. Their mentality is so much different coming out of a bootcamp like that than it is coming out of a four-year university, in my humble opinion. Coding bootcamp grads have so much more skin in the game than those who are coming out of a four-year CS degree.***

- Nick Easlick,  
Talent Acquisitions Manager,  
Razorfish



**Did you know? These companies prefer hiring from coding bootcamps:**

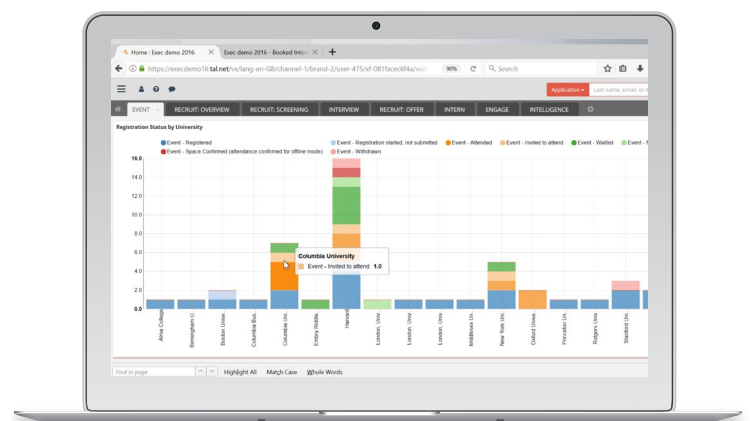
- Razorfish
- Access Development
- Progressive Insurance
- Cisco
- Mobify
- Granicus
- Capital One Labs



During your school selection process, it can be helpful to use a tiered or funnel system to decide where you are going to spend your budget. Some factors with which to evaluate schools for budget (resources, budget and time):

- Academic Programs
- Alumni Associations
- Proximity (area of the country)
- Positions for which you're recruiting
- ROI (if you've recruited there before)
- Any stats or career fair past performance the school can provide
- Presence of your competitors
- Whether your current employees attended that school

While not all of these factors should be given the same weight, it's important to consider each carefully. One of the best ways to see how your spend and resource allocation is working is to **track your events through a recruiting platform** geared toward tracking events. These systems provide in-person applications, a CRM to track source of contact and follow up with appropriate candidates and metrics to allow you to measure whether certain events are worth your time and effort.





# Results-Oriented Campus Recruiting Checklist

While not all of these factors should be given the same weight, it's important to consider each carefully. One of the best ways to see how your spend and resource allocation is working is to track your events through a recruiting platform geared toward tracking events. These systems provide in-person applications, a CRM to track source of contact and follow up with appropriate candidates and metrics to allow you to measure whether certain events are worth your time and effort.



## Round up the troops.

Maximize your investment by taking along someone who knows the campus. Perhaps you have an employee who attended that university or a recent hire who can speak to soon-to-be-grads about entry level opportunities at your company.

- Make sure everyone you bring along has the ability to quickly scan or enter contact information.
- If you use a university recruitment platform, ensure it's optimized for mobile, so you can use phones or tablets if the career fair promises to be a busy one.



## Maximize faculty friends.

If you already have contacts within the school you're visiting, now is the time to look them up.

- If you have an inside contact at the career center, an affiliate program, relationships with student organizations or faculty relationships within the industry focused schools on campus, use them to spread the word about your attendance.
- Whether you hand out interview guides to your career center pals, fact sheets about your positions to teachers or a postcard to nab free swag at your table, take a page from marketers and incentivize your campus contacts to let their students know you're there!



## Promote your presence.

Again, a university recruitment platform makes this dead simple. If you've built out your talent pipeline and have CRM records of candidates you've spoken with in the past, now's the time to let them know you'll be there again.

- If other companies are going to be presenting, make sure to find out what they're doing and don't forget that university students are social creatures: SnapChat, Instagram, Twitter and even Facebook can help you publicize your booth.



## Do your OWN promo.

Do you already use a university recruitment platform? Have you built a talent community? Do a quick check to see who you know in the area and find out what the university does for promotion (and which other companies will be presenting!)

- Mobilize those social media channels as well! Send out emails, text messages and social media ads publicizing your booth and what students can expect when they get there.



## Go above and beyond.

Consider that most employers arrive later than they should and **according to this quote from Shannon Smedstad**, they leave early as well.



***The career fair that I attended was from 10 am to 3 pm. At 2:30, nearly half of the employers started packing up. By 2:58, most of the employers had left. At 3:05, we still had students at our booth. Years ago, part of my core responsibilities was to attend job fairs. My philosophy then and now is ‘first in, last out.’***

- Shannon Smedstad (@shannonsmedstad),  
Employment Brand Director at CEB



## Examine your materials.

Are they engaging? Do they teach about culture and skills? Do they give the prospect a next step or contact information?

- Do you have at least one piece of compelling swag to offer those browsing your booth? If not, consider if your presence there is truly supported. You don't have to spend big bucks to have quality visual displays or swag.
- And if you have literature anyway, make sure it answers a candidate's likely questions as well as gives them a next step.



## Be present.

So many career fairs are filled with boring booths and lackadaisical recruiters. Don't let this be you! When you equip your recruiters with the technology to collect information about candidates PLUS the steps they need to take once they've determined their interest in the job, you win!



## Get your follow up game together.

If you aren't collecting the data you need at events to follow up with candidates, you're missing out on the most important parts of a campus event (or any event for that matter!) To follow up in a timely manner, you need to be organized, efficient and ensure your CRM is hooked up to your ATS.



## Follow-up afterwards.

Send impressive candidates follow-up emails or a phone call to set up an interview to see how their skills and experience (or potential experience, they are students after all) match up to the positions you're vetting for. In order to do so, however, it's critical to stay organized to keep and reference their information in your Talent Acquisition Software later.

- Those particularly **competitive candidates will be swiped up quickly**, so take the time to gather their contact information and call them as soon as possible.





**CAMPUS RECRUITING FAIRS ARE NOT THE ONLY EVENTS YOU CAN IMPLEMENT ON CAMPUS. TRY ONE OF THESE:**



### **Classroom Sessions or Lunches:**

Do you recruit from one or more colleges on a campus? Consider holding an informational session in the classroom in conjunction with the dean or a professor there. While these are incredibly powerful on their own to get undivided attention from your grads, you can also pack a one-two punch by doing one before or after a career fair.



### **Online Communities:**

Students are eager and willing to learn as much as possible about their new industry. Give them a leg up by creating an online community that publishes reports, industry trends, FAQs about jobs in the industry and even online learning curriculum that will prepare them for jobs in your company.



### **Hackathons and Contests:**

Work with the career center to create a hackathon (these aren't just for computer geeks anymore) in any industry or support one in your space that's already planned! Either way, it's a fun and less formal way to get to know students.





## Interviews:

Once again, the career center and your recruitment event software can be your best friends in creating time outside the traditional career fair times to simply conduct interviews. Have an interview day with those you met at a career fair, or work with professors and alumni associations to fill up a day with pre-selected applicants. The career center can also direct students your way and WILL, if you help provide them with email templates, flyers and guides for their students.



## Team Hiring:

A huge trend throughout the United States is team hiring. Why NOT extend it to college groups? After all, in many cases, students are already working on teams to complete assignments and projects.



## Tech-Enabled Interviews:

Don't have the budget to travel everywhere for events? Try video interviewing and screening. This is an efficient and easy way to see lots of prospects in a limited amount of time.



## Be a resource:

If the university you want to recruit from is near your home base, consider in person events like being a judge on a panel, helping to assess and grade student portfolios, getting involved or supporting sporting and fine arts events and participating in semester long projects as a "client".



## SECTION 3

### Diversity Events:

Let us say it right up front. Diversity events without a strategy behind hiring diverse candidates all through the year, is a recipe for disaster. We recommend having a diversity and inclusion strategy throughout the entire year. Events should and are, for many Oleeo clients, part of a broader recruiting strategy. So what do you need to have in place before your diversity event?

**Diversity is a core value.** You need to immerse your organization in the idea that diversity is not just good for business, it's crucial for growth and innovation (because it is).

It also means moving to a more proactive place, rather than waiting for jobs to open up before recruiting. Passive candidates and diversity candidates CAN and DO overlap.

Jennifer Dulski (@jdulski), President and COO of Change.org, reminds prospective recruiters that diversity hiring can be part of a larger conversation with candidates:

“

***Reach out to women, rather than waiting for them to come to you. We work with several programs that train female software engineers... We also started hosting speakers and networking events in conjunction with Femineer, and we invite female engineers to come to our offices to speak and network with other engineers. Sometimes they'll talk about a purely technical topic and sometimes about their career path. These events bring people to our offices so they can see what we're like and we can meet them.***



## It's not just the recruiting department's job



### DYK

**57% of employees** think their company should work to increase diversity at their company.

Among younger workforces that's even higher! Given that employee referrals are consistently shown to be one of the most successful sources of hire, you need to find a sensitive way to bring your staff in on the end goal. So....

### Show them the stats.

Diverse workforces are **35% more likely** to outperform non-diverse companies, and referred workers tend to yield higher profits than **non-referred employees**. Getting your employees to refer their networks and then **TRACKING** those results with a great CRM will yield more benefits than just filling a seat with a “diverse” hire.

## 40%

of respondents in a Pew study suggested there is a double-standard against hiring women in higher up positions in politics and business.



### Confront your biases.

A recent study showed that even so-called progressives ascribed violent and chaotic tendencies far more to black people than to white people when asked to describe them. The fact is, we all have biases and it's crucial if you're in a position to hire people that you not only confront your own, but ask hiring managers and internal teams to be aware of biases that might be keeping your workforce looking (and acting) exactly the same.



## SECTION 4

# Veteran Recruiting Events:

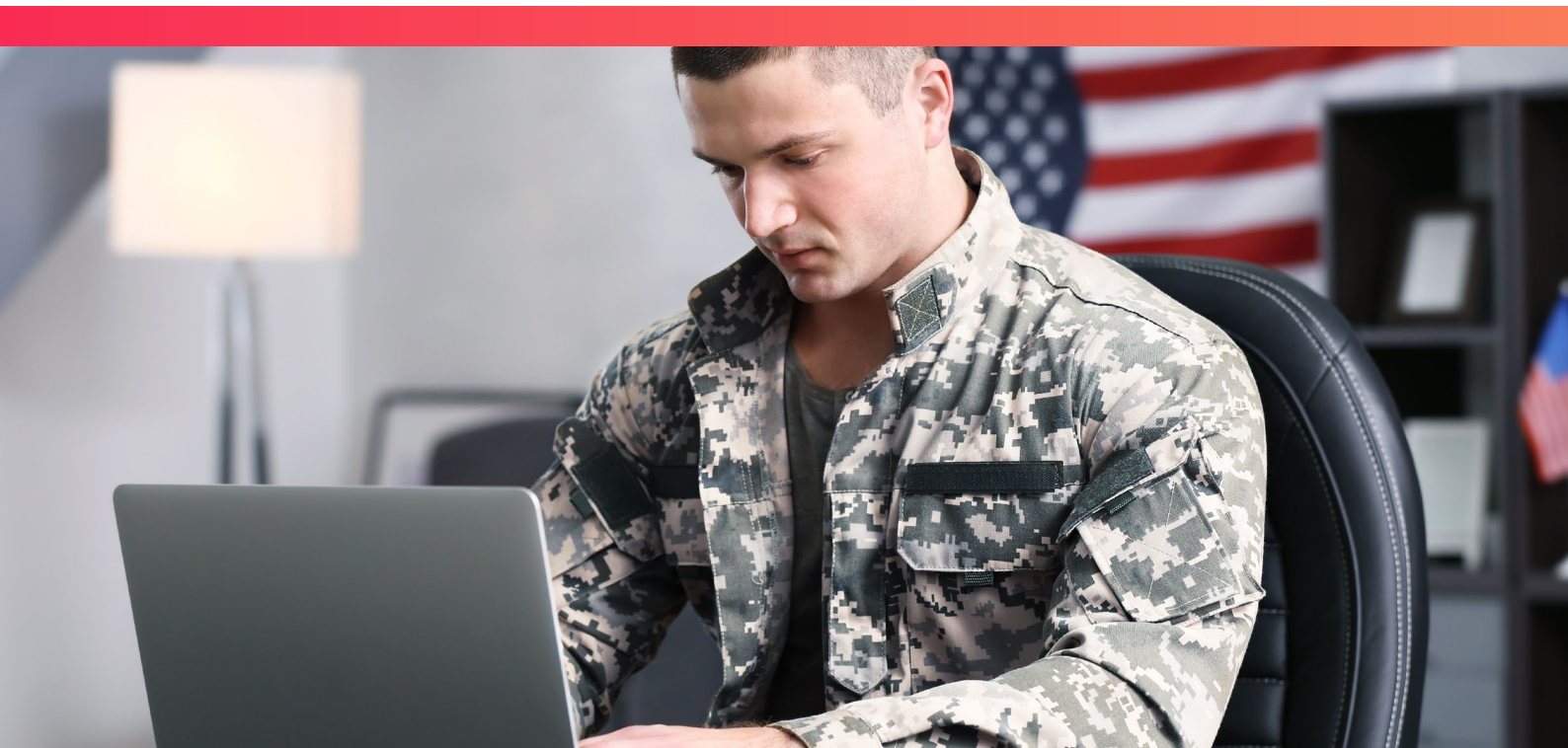
**Veteran recruiting events** might follow the same template as other recruiting events but there is a slight difference in the approach when working with those transitioning from the military world to the civilian one.

For starters, many of these jobseekers used to serve or are currently serving in the military and are actively pursuing a career in the civilian world. You can expect them to approach the job hunt in an assertive and organized manner, so offer on the spot job interviews OR ensure your follow up is just as aggressive. If you are hoping to attract the top candidates in attendance, you cannot make them wait days or even weeks to get a phone call or follow-up email to indicate interest.

Knowing the precise specifics around open positions in your company as well as the ins and outs of your veteran specific programs is crucial. If your prospect is at a recruitment event specifically for veterans, they're going to be taking notes and comparing which company really stands behind its commitment to serving veterans and former military.

If at ALL possible, accept resumes during the event. If you cannot for security or other reasons, make sure to clearly and plainly spell out the reasons why and how to apply online. It's even better to have someone there to walk them through the application process OR use a **recruitment marketing software built for events** (bonus points if you also have a veteran focused product that matches military to civilian skills!). If you cannot accept any resumes or applications at the event, gather the jobseeker contact information (both email and telephone number) in order to schedule an interview immediately.

Of course, at ANY recruitment event, you want to send your friendliest and most approachable people, but this is even more true at veteran recruiting events. For many veterans, this might be their first foray into the civilian recruitment world and it can be scary and intimidating. While there are some similarities, there are many differences between military life and job seeking after service. Keep that in mind and ensure your recruiters are as approachable and helpful as possible. If you have veteran employees that are able to attend, send them as well. They can relate closely to other veterans you're speaking to at the event.





# Notes on Military Hiring Events

## For Veterans Only?

Some hiring events will allow spouses and families of veterans into the job fair as well. For many military spouses, this will also be a new and nerve wracking time as they move into the civilian world and many may have a lack of civilian experience. Ask about volunteer experience and other clubs and groups they may have been active in to determine if they might be a fit for your company. Keep in mind that many spouses moved too often to get a job in the civilian ranks but may have both the education and drive to start later in life.

## Take Veteran Specific Materials.

Your collateral should answer every question a veteran has. If it doesn't, they may pass your table by or worse, wonder why you're exhibiting in the first place. Similarly, if you can, take an actual veteran who transitioned into your company or his or her story to share in the form of a video or brochure.

## Perks can win the day.

Whether you've been involved in veteran recruiting for a while or you are just starting to dive into recruiting these highly skilled jobseekers, you need to know who is offering what. Many companies have been doing this for years and have perks, programs and incredible resources available for the veteran jobseeker.

Do you? If not, consider strengthening your veteran recruiting arm to offer even more attractive benefits.

## Show, Don't Tell.

Well, actually, do both. Veterans are more likely to be interested in your company if you do some research before you attend an event. Knowing which skills they can transfer from their military experience to be successful in your company is crucial, as is knowing how to read between the lines of a veteran resume. In fact, some companies are showing just which skills transfer into their organizations with a skills cheat sheet, which allows veterans to customize their resume to more accurately depict their experience in civilian terms.

## Don't talk about jobs that don't suit them.

When attending a veteran job fair, consider how much time and effort the jobseekers have made to be there. The military isn't known for its flexible hours, so often the prospects will have taken time off work and gone to some expense with clothing, resume prep, and job coaching just to walk in the door. When they hear about a job that sounds great but their skills aren't a match for, it's frustrating and discouraging. Instead, stick to the positions they are ideally suited for.

# Stand Out from the Crowd at Veteran Recruiting Events

The cost per hire for recruiting events, specifically veteran recruiting events is pretty low. This should encourage you to ensure that you up your game and stand out from the crowd. After all, many other companies know about this skilled, qualified talent pool and are planning on tapping into it, if they haven't already. So how do you stand out from the crowd?

## Offer Job Coaching.

Instead of pitching your jobs, be a resource for these men and women. Offer them resume pointers, interview advice and follow up ideas so they see you as more than just a company pitching them a job. You can hold these sessions right in the booth and even have a veteran in your company talk about the transition from military to civilian life.

## Give them something they can use.

Pens and stress balls are great, but what about something that can really change someone's day? Consider larger prizes people can win, fast tracking an interview or a great book on how to navigate their change in life?

## Bring a translator.

Many veterans don't yet speak civilian and many recruiters may not be able to understand military terms well enough to see how the veteran can fit into their company. BUT, bringing a translator can help the conversation run more smoothly and ease any worries that could arise from a mistranslation. In turn this...

- Captures and maintains veteran candidates' attention
- Ensures veterans' skills are more effectively transferred to civilian roles
- Leaves a positive brand impression on the veteran community



## SECTION 5

# Let's Get Philosophical

There's an element of employer branding to conducting recruitment events of any kind, but diversity recruiting is even more important. Here are some tips to ensure your employer brand shines through so the people you're recruiting see your company for the innovative place to work it is!

### **Get Excited.**

If you are sending recruiters who don't LOVE your company to recruitment events, it's bound to show. Select people who are consistently engaged, who love their work and the company for which they work. It's fine to have suggestions about how to make the workplace better, but an authentic voice who is excited about the company will attract more prospects than a mopey, disengaged recruiter. Don't have any engaged recruiters? Explore that a little bit. Do they have a say in what kind of gifts they're giving away? The application suite they use while on the road? Do your diversity or campus recruiters have a direct line to the head of talent acquisition or are their suggestions routed elsewhere (or completely ignored)? These are the folks that are on the road for much of the year. It's worth it to give them a say in how they attract new recruits.

### **Support the message.**

If you attend 3 diversity recruiting events every year, but your website, career ads and employer brand messaging don't support that diversity recruitment initiative, you might be shooting yourself in the foot. Your company values, mission and commitment to diversity should be disseminated throughout your employees, proclaimed loudly on your recruitment messaging and you should be able to see that commitment to diversity in imagery, staff and digital.

### **They see you.**

A prospect who is looking for a company like yours wants to know how other employees experience your company. This means, they are actively checking sites like FairyGodBoss, GlassDoor and other employer review sites. If you are not actively monitoring and responding to reviews about your work environment, engaging with candidates who have opinions about your process and ensuring you follow-up with both positive and negative reviews, you might miss out on people who crave that kind of engagement.



# Packing Checklist!

Not every event is going to be in your hometown. Make sure you have these recruiting event essentials before you go!



## The Booth!

It's not enough to have a simple sign or flyer at your foldout table anymore. If you want top students, diversity candidates and veterans to flock to your table, invest in a lightweight booth that is visually compelling. Your recruitment event team will thank you if it's easy to set up as well!



## Information.

Yes, of course, you should have information on your company and openings. But have you considered that your targeted audiences (diversity recruits, college students and veteran jobseekers) might also want to check out the details of the associated programs? If you're headed out without detailed, specific information about your programs, you might be missing an opportunity to maximize your time at a recruitment event. In addition, make sure you bring information about the industry. Remember, nearly everyone wants to impact the world they live in, so show how your company is doing that to inspire applicants.



## FAQs.

When a candidate is considering applying for a job, they want to know the nitty-gritty. How long will it take? Will their 30 minute conversation with a recruiter in your booth push them to the top of the pile? What are the metrics on getting a job at your company? When can they expect to hear back? Are there deadlines they need to be aware of? All of these questions are appropriate to ask at a recruiting event. Ensure your recruiters are ready and willing to answer them!





## FaceTime.

Not the application, real face time. Why do you think candidates attend a recruiting event? The answer is because they are serious about finding a company that reflects their values, they want to see if they “fit in” and they’re hoping for an IRL connection. Give that to them. If you’re just handing out brochures and a URL, you’re wasting time and money at these events. Absolutely, have a recruiting platform designed for events, but make sure it’s accompanied by a friendly and informative discussion.



## Vision.

When you exhibit at a recruiting event, you’re there to give prospects an idea of what it’s like working at your company. Help your recruiters paint a picture of a day in the life of your most pressing jobs. Note: Make sure to show off the jobs people might not associate with your company, as those can be the hardest to fill.



## The Fun Stuff.

It’s possible to attend a recruiting event without swag but we don’t recommend it. Make sure it’s easy to transfer (or have it shipped) and relatively inexpensive if you plan on giving out a lot of them. Another way to keep people interested in your company, is to have people enter a raffle for a larger prize. This way, even if they don’t fill out an application, you can follow up with them post-event.



## Recruitment Event Software and a tablet or laptop.

Most people are not going to fill out your 5 page application and let’s face it, some recruiting admin or you, is going to have to re-input all that data later anyway. Equip yourself with recruitment software designed for events and an easy way to fill it out. Even if your target candidates don’t want to type all their information out, you can help them by getting the basics and following up to get additional information later! Or by simply allowing them to input their information through our iPad app.

## SECTION 6

# You're Done! Now what?

Well you're never truly done in recruiting. But you are done with your event. You remembered to pack all the important things, align your messaging with your diversity, campus and veteran programs and you ensured you entered everyone you spoke to into your recruitment events system. Now what?

### Follow up.

If you didn't craft a follow up email before you left, do it the day after. Seriously. Job seekers who attend industry events are among the hottest leads in your talent funnel. Make sure you're following up with all the information they need to continue the application process. Make sure you make the note personal especially if you spoke with them and you consider them a top prospect.

### Give them the next step.

Hopefully, you have a career site with information about your jobs and the different programs you offer. Be absolutely clear to your new talent pipeline what they need to do next. Enroll them in a drip campaign to lead them through your application and interview process, especially if you know it might take a while.

### Nurture them.

Perhaps you met some great candidates you want to offer a job to immediately. But you probably also met some candidates that aren't YET a match. Make sure you continue to reach out to them via email, a talent community or via the organization you partnered with to conduct the career fair. Include anything you couldn't take with you like testimonials from employees, information about specific programs and answers to frequently asked questions.

No matter what kind of event you plan on adding to your recruitment roster this year, it's important to understand the planning that goes into them, the goals while you're there and how to follow up afterward.





## The best way to ensure your event strategy is aligned with:

- University Recruiting Events
- Veteran Recruiting Events
- Industry Recruiting Events
- Diversity Recruiting Events

The best way to ensure your event strategy is aligned with: campus, industry, veteran and diversity recruiting events is to supercharge your Applicant Tracking System and Candidate Relationship Management System with products specifically built for these events.

Built from the ground up by experts, Oleeo Events can transform your recruitment event outreach, management and hiring. Used by F500 companies all over the world, Oleeo Events maximizes the already low cost of hire that events can provide.

**To learn more about Oleeo Events or our Recruiting Enablement Platform, please contact us to speak with an expert.**





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