1. CREATE A PLAN. Nothing ever happens without a basic plan. Sit down with your HR team and brainstorm the perfect recruiting event that represents your company culture and brand.

Determine Your Target Audience – Are you looking for high school students, technical or four-year college students? This will help determine which type of event to host.

Determine the Type of Event – What type of event do you want to have? Will it be a casual networking event, a standard job fair or a panel/conference? Below are some suggestions for possible event types:

Networking Event
Remove the professional attire and nerves that come with applying to and interviewing with a company. Instead, host a casual networking event either on your own or in collaboration with other local communications technology companies to get to know potential candidates.

Keep the atmosphere light and at a venue people actually want to go to — local bar, bowling alley, picnic or pizza place.

Such events will allow candidates and hiring managers to let loose and get to know candidates on a more personal level to talk about the stuff that really makes or breaks a candidate from success at your company.

Office Open House
Bring candidates into your office space with an open house – show them all of the cool communications technology we offer!

This will provide candidates with a unique insight into your office and help them gain a better idea of what it's like to work at your company. Make sure to tidy up your office and ask a few employees (especially from hiring teams) to volunteer so that candidates have a chance to chat with their future colleagues in a casual manner, no resume or business attire required (unless that's your office etiquette).

Partner with an Industry Event
The communications technology industry is full of national and regional events (think NSCA Business Leadership Conference, InfoComm, CEDIA, Almo E4, manufacturer rep or dealer shows). Speak with the event organizer and see if there is a way to participate.

Job Fair
Job fairs are another great way to utilize the resources and networks of other industry leaders to attract top talent in one convenient event. Not only that, but your team isn't tasked with planning and executing the entire thing. It can be difficult, however, to stand out among a sea of similar employers – make sure to show off all of our cool industry technology!

Panel / Conference
Identify your company as an industry leader by hosting panels or talks that will attract candidates with experience or interest in communications technology. The topic of conversation could be anything from industry trends to company-specific knowledge. You could be a keynote speaker at a larger conference, host a panel at a school or create an event of your own. Determine your goals in hosting such an event before you figure out where and how to execute it.

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