

# IGNITE EVENT GUIDE

## FOR HOSTING RECRUITMENT EVENTS IN THE COMMUNICATIONS TECHNOLOGY INDUSTRY

- 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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### School Campuses

School campuses are a great one-stop-recruiting-shop for entry-level roles and internships. Whether they be at high schools, colleges, boot camps or trade schools, there are a variety of ways to get your foot in the door with students.

### Project Field Trip

The communications technology industry is chalk-full of really cool project installations. Whether it's professional sports stadium, concert venue or cool new funky company headquarters (think Google or Facebook), students love to get a real hands-on taste of the projects they could potentially work on.

2. **Set Your Budget.** It's easy for recruitment events to get bigger than planned. Partner with other local companies and/or sponsors to help offset overall event costs.
3. **Select a Venue.** Where are you going to have the event? The type of event will usually dictate the venue. What's easy, convenient and will attract the right people?
4. **Choose a Date and Time.** Once again, think about your target audience when planning a date and time. If you're planning on having an event at a school, students are usually on break during summer and winter months. When will your future employees most likely be free?
5. **Handle Logistics.**
  - Will you hand out company swag?
  - Raffle Prizes - maybe a manufacturer will donate a speaker, headphones or a display?
  - Will you serve food and drinks?
  - Do you need volunteers?
  - How are you laying out the venue?
  - Do you need photographers?
  - Do you want entertainment? Students love live music (DJ, musician or bringing in a band are good options).
  - Is there a need for AV equipment?
  - Do you need to invite guest speakers?
  - Where will people park?
6. **Market and Promoting the Event.** Place the event on your website, the Ignite website, social media, job boards and local media outlets. Local schools usually allow for online ads and on-campus event advertising. Get your employees involved – tap into your company's built-in chain of connections.

Ignite will provide an online event portal to host and register events.

Ignite will also provide graphic help (signage, invites, etc.). In addition, Ignite will provide brochures, presentations and other guidance when hosting recruitment events. Please contact Kelly Perkins at [kperkins@nsca.org](mailto:kperkins@nsca.org) for more information on available resources.