

Advertising Our Posts Toolkit

Event Best Practice Guide



**We care
We respect
We are inclusive**

We promise to work together creatively to:
learn 'what matters' to everyone, achieve a
better quality of life and continuously
improve our services.

We care . We respect . We are inclusive



Contents

1. Introduction
2. Background
3. Recruitment Event Best Practice Guide
 - - i. Pre-Event Planning
 - a. Define Clear Objectives
 - b. Understand Our Audience
 - c. Event Format and Venue
 - d. Build a Promotion Strategy
 - e. Prepare Event Materials
 - f. Team Preparation
 - - ii. During the Event
 - a. Create a Memorable First Impression
 - b. Showcase Our Employer Brand
 - c. Foster Candidate Engagement
 - d. Streamline Recruitment Efforts
 - e. Data Collection and Organization
 - - iii. Post-Event Follow-Up
 - a. Immediate Communication
 - b. Assess and Evaluate
 - c. Build Long-Term Relationships
 - - iv. Additional Tips for Success
 - a. Diversity and Inclusion
 - b. Leverage Technology
 - c. Build a Feedback Loop
 - d. Focus on Candidate Experience
4. Appendix
 - Data
 - Stories
 - Feedbacks
 - Surveys

Introduction

A recruitment event presents a prime opportunity to attract top-tier talent, promote the organisation, and strengthen its employer brand. This guide outlines best practices to ensure your event is impactful, efficient, and engaging for all involved.

Background

The purpose of this guidance is to support managers in the approach of recruitment that:

- meets with best practice principles
- ensures both the candidates and managers, have a positive experience of an efficient and effective recruitment and employment process.

This managers' guide will prepare managers and staff working with candidates to provide an objective structured plan.

This guide takes you through the recruitment event process from start to finish, giving you the information, you need to make sure you recruit high-performing, motivated and productive people for your services, in a cost-effective way.



1. Pre-Event Planning

a. Define Clear Objectives

Establish clear goals for the event:

- Purpose: What roles are you hiring for? Are you networking or promoting ELFT's values?
- Success Metrics: Define measurable targets (e.g., number of candidates hired, networking outcomes).
- Logistics: Set the event date and secure a location and necessary facilities.

Types of Events:

- Recruitment Fairs: Attract a broad range of candidates, often locally or through external invitations.
- Networking Events: Connect with talent pipelines and external organisations while promoting ELFT.

b. Understand Our Audience

Tailor the event to the needs and preferences of potential candidates by understanding their:

- Educational background and experience level.
- Industries of interest and geographical locations.
- Use trac applications for deeper insight and customize event promotion accordingly.

Event Format and Venue

Choose an accessible, spacious location that fits your audience:

- Internal Events: Book rooms, form an interview panel, and coordinate with the communications team to promote the event.
- Collaboration: Work with multiple departments to ensure event success and coordination.

d. Build a Promotion Strategy

Use various channels to publicize the event:

- Social Media: Promote on LinkedIn, Instagram, Twitter, Indeed, and Facebook.
- Email Blasts: Regular updates to potential candidates to keep them informed and excited.
- Community Networks: Engage with local schools, universities, job centres, and professional groups.

e. Prepare Event Materials

Ensure all materials reflect our employer brand:

- Location booking, advertising, and promotion.
- Create a QR code to the job advert
- Visual content (slide decks, websites, videos) that highlights our company culture, benefits, and career development opportunities.

f. Team Preparation

Assemble a cross-functional team of recruiters and hiring managers with clearly defined roles (e.g., greeters, interviewers, logistical support).

**Initiate
recruitment
events**

In Pipeline

- External events
- Internal events

To Do Next

- Continue to promote our vacancies at all events
- Meeting with managers to identify their recruitment needs
- Internal events

In Progress

- Completing compliance for offered candidates
- Reporting on all aspect of the project
- Interview on the day of the event

Complete

- Review the progress and total number of offers

2. During the Event

a. Create a Memorable First Impression

Welcome candidates with warmth and enthusiasm. Provide them with essential information (brochures, role details) and offer branded giveaways (pens, notebooks, cups, tote bags, etc.) and refreshments.

b. Showcase Our Employer Brand

Engage candidates by sharing ELFT's mission, values, and the opportunities available:

- Employee Success Stories: Share real-life success stories of ELFT staff.
- Career Advancement: Highlight career growth prospects within the organisation.

c. Foster Candidate Engagement

Incorporate interactive activities such as:

- Panels, skill-building workshops, or live Q&A sessions.
- Tech features like virtual chat rooms or gamified networking.

d. Streamline Recruitment Efforts

- Resume Collection: Trac application prior the event, and use QR codes for easy access to vacancy information on the day of the event.
- On-the-Spot Interviews: Conduct quick interviews with promising candidates.
- Digital Applications: Facilitate the application process through QR codes.

e. Data Collection and Organisation

Track candidate interactions through tools like Microsoft Forms to manage attendance and candidate details effectively.

people, working-age adults, and older adults across
of London, Hackney, Newham, Tower Hamlets,
shire and Luton.

To learn more about us you can either
Call 0207 655 4000 or
email elft.communications@rhl.net



3. Post-Event Follow-Up

a. Immediate Communication

Send out offer letters to successful candidates and recap event highlights, outlining the next steps in the application process.

b. Assess and Evaluate

Track key metrics such as:

- Attendance numbers and conversion rates (from attendees to applicants).
- Time-to-hire for candidates sourced from the event.
- Collect feedback from candidates to measure their satisfaction.

c. Build Long-Term Relationships

Maintain connections with high-potential candidates for future opportunities:

- Regular outreach via newsletters, LinkedIn, or personalized communication.

4. Additional Tips for Success

a. Diversity and Inclusion

Ensure the event is accessible to all and showcase our commitment to diversity by involving representatives from various backgrounds.

b. Leverage Technology

Utilize recruitment platforms to manage data and track event interest using social media analytics.

c. Build a Feedback Loop

Create simple, anonymous post-event surveys to gather insights from candidates and staff. Review past events and apply lessons learned for continuous improvement.

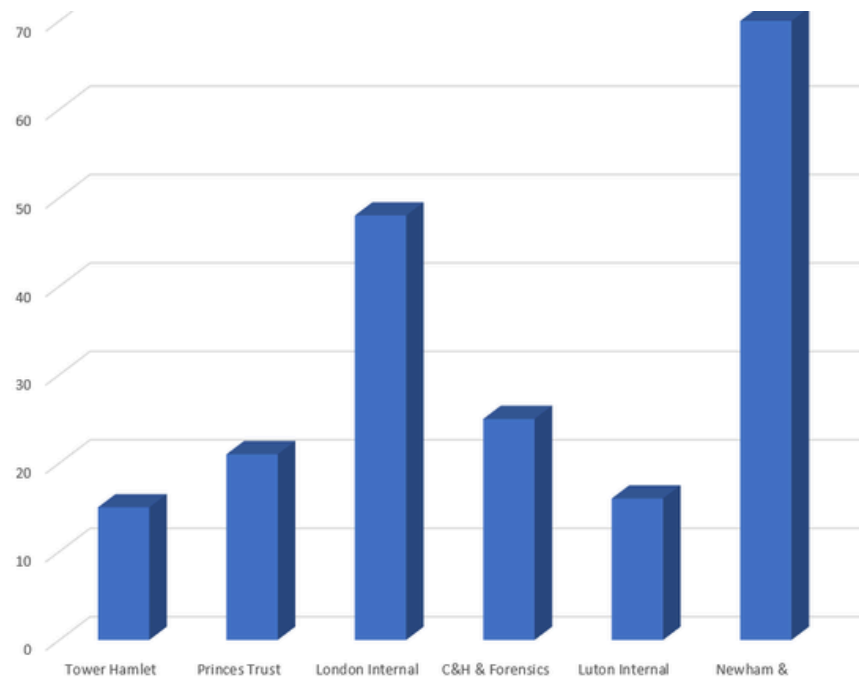
d. Focus on Candidate Experience

Minimize wait times for interviews or activities, offer clear instructions for the next steps, and provide a contact point for follow-up questions.

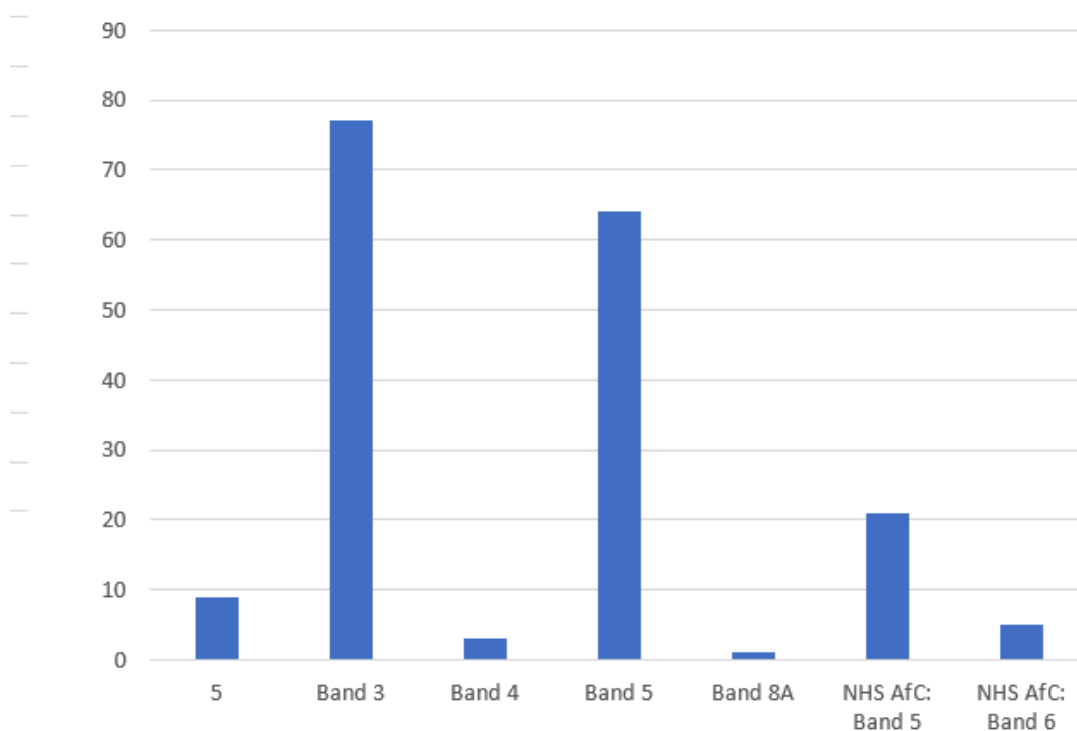
Appendix

- Data: Metrics, statistics, and other relevant data from past events.

- Best practice models for recruitment events: Interview on the day and be ready to make offers
- Measure to identify impacts: implemented a recruitment fair dashboard to be able to report on the recruitment event activities



Count of Job title by Grade



- **Stories:** Success stories and testimonials from candidates or staff.

	D	E	F	G	H	I	J	K
	Email	Name	Agreed start date of	How would you rate	How satisfied are you with	What went well?	What could we do better?	Are you a Manager
2	anonymous			5	5	Documentation and references	Improve on the recruitment process	New recruit
9	anonymous		22nd May, 2024	5	5	Documentation and References	To improve on recruitment process	New recruit
1	anonymous		?	5	5	Quick swift replies	N/a	New recruit
2	anonymous		24/05/2024	4	5	I found resourcing staffs were re	Getting through HR the	New recruit
6	anonymous		28/05/2024	4	4	Confirmation of documents thro	HR response time	New recruit
2	anonymous		29/05/24	4	4	They did a good and thorough v	Active communication	New recruit
9	anonymous		3 June 2024	5	5	The recruitment process	Calls	New recruit
0	anonymous		4/03/2024	4	4	Communication with recruitment	receive information pa	New recruit
7	anonymous		4th of June 2024	5	5	Response to questions and clari	Recruitment officers pi	New recruit
0	anonymous		31/05/2024	5	5	complete onboarding and inter	Instant updates about t	New recruit
9	anonymous		Monday 3rd June 2024	5	5			New recruit
4	anonymous		5th August 2024	5	5	Quick process - for everything	Nothing	New recruit
3	anonymous		Segbuyota Efevberha	5	5	Being informed periodically of r	Nothing noted	New recruit
6	anonymous		03/06/2024	4	4	All		New recruit

You have received a Greatix for a colleague from Marie Parchment. This is because Difficulty in recruiting podiatrists is a national issue and Foot Health Newham is faced with this problem e.g. 2 previous rounds of adverts which resulted in no applicants. I joined one of the strategic recruitment sessions on Teams and met yet Yemi who arranged for Podiatry to be part of a recruitment day at Alie Street. We had applicants for the posts, she arranged all aspects of the interviews and we were able to recruit to some of the posts that were advertised. This was the most straightforward, well-organised and successful recruitment that Foot Health has had in recent years and for that I would like to say thanks.

Well done and thank you for your hard work. The Greatix Team.

- **Feedback:** Summary of feedback from participants and event staff.
- **Surveys:** Sample post-event survey templates for both candidates and team members.

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