

#### INTRODUCTION

There is no question that participating in a Job Show provides you with a great medium to meet with a huge number of active and passive job seekers in just two days. But how can you make sure you get your desired ROI?

In this document, we outline 14 key points that will help make sure you get as much as you can from attending a Job Show. If you are attending one of our events we want to make sure it works for you and that you judge it both cost and time effective.

It is not unusual for clients to meet with and collect information from thousands of people over the two days but it is how you collect this information and what you then do with it that will really help make sure that the event works for you.

Should you wish to discuss any of these points further, please do not hesitate to get in touch on 0203 858 7010 or email mike@jobshows.co.uk







#### **GRAND DESIGNS**

Ensure your stand delivers your exhibition objectives.

The visitor needs to know who you are and who you are looking for.

Consider including interactive components for engagement and to create an eye-catching presence.

Remember, a stand may appeal to the eye, but the only reason for their existence is to help meet your objectives.
Keep it simple!



# BEHIND THE STAND 80% of successful stands are the result of staff, SO TRAIN AND INVEST IN THEM! • Success of your event is dependant on who you select to staff your stand. • Candidates want credible conversations with relevant

 Candidates want credible conversations with relevant people. Consider including employees already in the roles you are recruiting for.

• Get enough people involved – plan for a busy event!

• Make sure they are properly briefed and understand their role.

# WHAT IS YOUR OPENING LINE?

Avoid closed questions that deliver a simple 'Yes' or 'No' answer. Ask open questions that require more than a one-worded answer – provoke conversation....







#### MAKING THE MOST OF THE JOB SHOW WEBSITE

#### **Exhibitor Vacancies**

- Take advantage of promoting your live vacancies on the Job Show website.
   Candidates will then click 'Apply Now' and will be directed straight to your careers page, or direct to the specific URL for that vacancy.
- This will increase the prospects of receiving applications before during, and after the event.

#### **Exhibitor Profile**

- This is your page to outline more details about: what your organisation does, your company values and culture, who you are looking to hire, and what type of vacancies you have.
- Encourage the candidate to visit your careers page to be better prepared to meet you.





### #LETSGETSOCIAL 🚮 💟 in







Spreading the word about the types of people you are looking to hire, will ensure the right people turn up over on the 2 days to meet you.





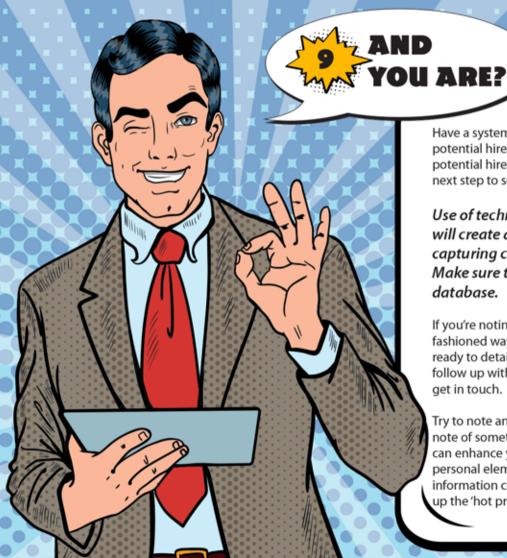












Have a system set-up to record and backup your potential hires. A great incentive is to sign-up your potential hires there and then, this will trigger your next step to schedule a meeting.

Use of technology such as iPads and laptops will create a smoother process and will make capturing candidate information easier.

Make sure to link this to your talent pool database.

If you're noting your candidates information the old fashioned way with pen and paper, have a template ready to detail essential information you'll need to follow up with: contact, name and the best time to get in touch.

Try to note any extra detail. If you can make a personal note of something different about that candidate, it can enhance your follow up conversation with a more personal element. Think about categorising information collected to ensure that you can follow up the 'hot prospects' quickly.







## ABSOLUTELY DO Follow up!

You'd be amazed at how many exhibitors forget a follow-up strategy. Have this in your marketing plan: a marketing email, social media, thank-you messages and have the phone at the ready! Invite candidates directly from the event to an open day. Follow up on all leads to ensure maximum hire impact.

Remember to review your first objectives, your achievements and then go forth.









"We took over 400 applications, invited 197 to assessment centres and have so far recruited 40 staff"!

Serco

"We registered 402 people interested in retail and 190 for our head office positions and have recruited over 150 people from the London Job Show".

**Dixons Carphone** 

"We've had over 500 applications, 270 have been put through to assessment centres and interviews and out of those we have hired 29 people".

IKEA