





Postmortem Report: Talent Acquisition Week 2025

 **Event:** Talent Acquisition Week
 **Date:** February 3 - 5, 2025
 **Location:** San Diego, CA
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1. Event Overview

Talent Acquisition Week 2025 provided a unique opportunity to present Boon to a highly engaged audience of TA leaders, recruiters, and industry experts. Our presence included:


- A **booth** to engage with attendees and demo Boon's platform.
- A **Cotopaxi giveaway opportunity** to attract and interact with visitors.
- A self performed **Referral Program Assessment** quiz


2. Goals & Expectations

Primary Objectives:

- ✓ Increase brand awareness among talent acquisition professionals.
- ✓ Generate high-quality leads for Boon.
- ✓ Facilitate meaningful conversations around community-driven hiring.
- ✓ Strengthen industry partnerships and networking opportunities.

3. Key Wins & Highlights

 **High Booth Engagement** – Placement and Visibility worked out great. We attracted a steady flow of visitors, many of whom showed genuine interest in our platform. We mingled roaming engagement. Our giveaway helped increase engagement and collect valuable contact information. The quiz helped people think about their current model and gain awareness of their opportunity to grow and strengthen their program.

 **Lead Generation & Interest** – We collected a strong list of leads, including several promising potential partnerships and enterprise clients. We spoke to all of the leads we collected and had positive feedback about our swag gifts.

👉 **Networking & Relationship Building** – Made good connections with complementary solutions partners. Marketing Agency **Hireclicks** and several recruiting programs expressed positive sentiment about alignment for partnerships.

📝 **Content & Media Development** – Dakota participated in the **interviews** being hosted by **Flockity** and discussed the future of TA and incorporated Flockity's focus on influencers.

👥 **Audience Validation** – Attendees were target market individuals and were receptive to our messaging. This event was a much better fit than HR Tech. A competitor company there clearly spent a significant amount of investment, additionally validating the fit of the audience.

4. Challenges & Areas for Improvement

- ♦ **Booth Engagement** – People really liked seeing the product but we could only show them with Dakota's laptop when he was available. On-site demos would be valuable. Having someone at the booth that can do what Dakota does that can be 100% focused on the event audience.
- ♦ **Collecting MQL Data** – The quiz I built using bolt.ai was a new tool experience for me and I did not complete it prior to the event which resulted in lack of time to test and refine. The data collected was not properly set up to store the response input where we would have access to it if they used their own devices. These were qualifying questions that would have enabled sales outreach to have a better understanding of the prospect's current tools and programs.
- ♦ **Private Meetings/ Awareness of Other Sponsors "Afters"** - We tried to host a dinner but couldn't get people to RSVP, partially due to not reaching attendees effectively but also conflicting events were scheduled. Additionally, on-site restaurant was not of interest to many people who had "eaten there twice already" by that time. Also, after the full-day the people who were interested in getting dinner/ going out did not want to talk shop or be part of a "thought leadership" discussion.
- ♦ **More Pre-Event Outreach** – We saw some positive impacts from the pre-event outreach even if it didn't result in dinner guests. It was a good way to start conversations with highly qualified people on LinkedIn. Additional efforts would likely provide more brand awareness priming. People hadn't heard of us but we anticipated that.

5. More Personal Notes

- People were interested in "Community-Driven" - particularly HigherEd and NP
- Most existing referral+reward systems were homegrown
- Ease of adoption and "hero" with finance team elicited eager responses
- People also responded well to "Activating Passive Talent Market" messaging.
- Attendees were not just regional - many were from middle USA and East

- Attendees said they really liked the subject matter covered in the talks. (idk what)
- I think the quiz was a great way to engage psychology methods to get people to think about what we do and improve recall.

6. Key Takeaways & Next Steps

- **Follow-Up Strategy** – Prioritize outreach to leads, especially those who showed strong interest in Boon’s platform.
- **Refine Event Presence** – Improve booth placement, messaging, and interactive elements for greater impact.
- **Leverage Content & Insights** – Share event highlights, testimonials, and key insights through blog posts and social media to maximize our presence beyond the event.
- **Plan for Future Engagements** – Evaluate upcoming industry events where Boon can continue the conversation around community-driven hiring.

7. Conclusion

Talent Acquisition Week was a valuable experience for Boon, reinforcing the demand for **community-driven hiring solutions** and expanding our industry presence. While we achieved our primary goals, we identified areas for growth and improvement for future events.

We look forward to leveraging these insights to enhance Boon’s presence in upcoming industry conferences and events. We have expressed intent to attend TA Week again next year.

Next Steps: Immediate follow-ups with leads and strategic planning for our next industry event.

Next Event: