

# How to plan for a virtual recruitment event

Virtual recruitment events like webinars and job fairs allow you to:

- Reach a wide audience at one time
- Reach candidates who live outside of your city/state
- Keep recruitment costs lower (e.g. on travel)

This is a chance to compel prospects to apply and get them excited about KIPP (not a replacement for a step in your interview process).

The below is an outline of what to consider when planning your own virtual recruitment event - many thanks for all of the KIPP recruitment teammates from around the network who shared ideas!

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## Set goals for your event

### Determine the objective of your event

- Consider the audience you want to reach (teachers, leaders, specific content-areas, etc.)
- Determine how many attendees you want to connect with
  - Larger audiences are great for information-sharing events
  - Smaller audiences (10-30 attendees) are better for high-engagement (e.g. open Q&A)
- Similar to goals for in-person events, set a goal for attendee to applicant conversion rate

### Consider how different events can help you reach different goals

If you want to:	Consider hosting or attending a:
Increase the number of applicants	Virtual job fair to connect prospective applicants directly with recruiters or hiring managers
Keep candidates engaged during the process	Webinar featuring an inspirational leader in your region + a recruiter who can answer questions about the hiring process
Increase your offer to hire matriculation rate	Webinar featuring inspirational leaders in your region, specifically for candidates with offers  This could be a 20 minute weekly event, with similar talking points for the speaker and time for Q&A
Keep new hires excited about their roles	Small webinar to connect new hires with staff members.  Consider keeping these events smaller to allow for more 1:1 talking and for new hires to develop relationships with staff members

## **Create compelling content for your intended audience**

### **Consider webinar content that will be most engaging to your intended audience:**

- Have teachers, school leaders and/or students host a panel with Q&A
  - Have them talk about a “day in their life”
  - Prepare speakers with suggested talking points
  - Remind speakers to rehearse!
- Show how your region supports students and staff (e.g. during events like COVID-19)
- A “how to” on certification for new staff
- Use data to determine content that is most compelling (e.g. click and open rates from recent email outreach)

### **Design engaging and interactive content for your event, for example:**

- Start with a discussion question or icebreaker
- Invite questions
- Provide multiple ways to engage: speaking, chat, questions submitted in advance, polls
- Use breakout rooms for specific topics, for example, different grade levels or schools
- Keep your tone friendly and professional; whenever possible, join via video
- Consider using raffles to incentivize people to engage - for example, a raffle for everyone who joins and/or who shares a referral during the event

### **Use strong visuals to share your message**

- Use photos from recent school events or of your students and staff
- Use these in PPTs for webinars or to setup your online “booth” in a virtual job fair

## Plan for your technology and logistics

### Determine the right kind of technology for your event, we recommend:

- Job fairs: [Brazen](#)
- Webinars: [Zoom](#) (Provide a 'join by phone' option and be sure to record!)

### Determine the best time of day for your intended audience

- For job fairs: consider multi-hour events to accommodate different schedules
- For webinars: Wednesday and Thursdays at 10am or 11am are optimal<sup>1</sup>

### Set up registration to quickly gather important information

- Name
- Email
- Where you are interested in working (*if multiple cities represented*)
- Years of teaching experience
- Current title
- Current employer
- Resume Upload

### ***For job fairs:* Monitor registration numbers to ensure you have enough recruiters to engage prospects**

- Industry standard is a ~40% conversion rate from registrants to attendees

### Test all technology ahead of time

- For webinars test: audio, video, screensharing and breakout rooms (if relevant)
- For job fairs: test registration, chat functionality and video/audio (if relevant)

### Make sure you have a strong internet connection for the day-of

### Have a plan for technical difficulties

- If you are hosting your own webinar or job fair: have a teammate available to help
- If you are attending a job fair hosted by another organization: know who to contact

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<sup>1</sup> GoToMeeting Benchmarks: <https://blog.gotomeeting.com/7-webinar-benchmarks-every-marketer-should-know/>

## **Promote the event widely**

### **Create outreach lists based on your intended audience**

- People who've applied for similar roles in the past
- Referrals you are cultivating
- Applicants who are in process who could use additional touch points with your team

### **Make it clear why prospects should attend**

- For webinars: a chance to connect 1:1 with a recruiter
- For job fairs: hear from a well-known leader
- Consider an additional incentive, for example: a raffle that is available to all attendees

### **Advertise widely on your website, in social media, and in email**

- Email will likely drive the bulk of your registrants<sup>2</sup>
- Start advertising at least two weeks before your event<sup>3</sup>
- Make sure your teachers and staff are sharing to their networks as well!
- Use a hashtag to be able to track shares

### **Send reminders day-of to registrants**

- Again, make sure your teachers and staff also share these reminders

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<sup>2</sup> **GoToMeeting Benchmarks:** <https://blog.gotomeeting.com/7-webinar-benchmarks-every-marketer-should-know/>

<sup>3</sup> **Zoom online best practices:** [https://drive.google.com/file/d/1WpupQ7ZNjJNwqZEcXbqkSNrJ8rhGXV\\_V/view](https://drive.google.com/file/d/1WpupQ7ZNjJNwqZEcXbqkSNrJ8rhGXV_V/view)

### **Follow-up immediately after the event**

**Prepare follow-up messages to send to attendees no later than the day after the event**

- For job fairs: send follow-up from the recruiter who chatted with that prospect
- For webinars: when possible, have follow-up come from featured speaker

***For webinars:* share a PPT or recording from the event with attendees in the follow-up**

- See [how to record a meeting](#) on Zoom