



# VIRTUAL RECRUITING EVENTS – ARE HERE TO STAY

**83%**  
of in-person hiring events have gone virtual



**45%** of employers now use virtual hiring events



**70%**  
attendance rates are common for virtual events



## BEST PRACTICES FOR VIRTUAL HIRING EVENTS



**STAFF APPROPRIATELY**  
1 recruiter per 10 attendees is recommended



**SHOW YOUR BRAND**  
A strong employer brand brings 50% more qualified applicants

**ENGAGE THEM**  
47% of people are more likely to ask a question at a virtual event



**ADD VIDEO**  
Jobs receive 36% more applications when paired with video content

**FOLLOW UP**  
58% of candidates want clear, regular communication



### HOW TO MEASURE YOUR SUCCESS

- 1 RESPONSE TO EVENT MARKETING
- 2 ATTENDANCE AT VIRTUAL EVENT
- 3 QUALITY OF ATTENDEES
- 4 OFFERS AND HIRES MADE
- 5 CANDIDATE FEEDBACK

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CAN HELP YOU CREATE, MARKET AND RUN YOUR VIRTUAL CAREER FAIR.

**CONTACT US TODAY.**

