



## Large-Scale Recruitment Events - Implementation Guide for Recruiting Local Talent Differently: An Efficient Cost-Effective Alternative Approach to Recruiting into the Health and Social Care Sector

We have developed this guide and a series of resources to help you plan and deliver a cross-sector recruitment event. The Information has been developed from our experience of delivering several successful events and the lessons we learnt along the way.

### Key Event Success Factors

- **Planning the event with enough lead in time to engage all system partners. 8-10 weeks planning time is advisable although a shorter lead in time is possible if established relationships exist**
- **Choose a venue with good transport links - go to the community, don't expect the community to come to you**
- **Candidates need to be interviewed on the day as a one stop shop approach. Asking people to come back at a later date results in a significant reduction in interview numbers and time to hire**
- **Interview booking desks need to be out of sight to encourage people to engage with all the recruitment stands**
- **Factor in a quiet hour at the start of the event to allow candidates who may find a large-scale event overwhelming**
- **Arrange pre-employment courses to compete around the event timeframes so these candidates are ready for an interview at the recruitment event. Interview priority could be given to these candidates and utilise the quiet hour for this purpose.**
- **Consider the flow/availability of interview panels and candidate management to avoid people waiting for a significant time**

Pre-Event	
Timeframe	Areas for consideration
<b>Phase 1.</b>	
Agree purpose and scope	<p>The locality-wide recruitment events are aimed at attracting new people from the local community into entry level healthcare roles. Working in collaboration from across primary, secondary, and social care, and the VCSE sector, to recruit as one, as well as offering pre-employment programmes and volunteering opportunities.</p> <p>The purpose is to reduce any potential barriers to recruitment by candidates being able to attend the event, have an interview and be offered a job or further support on the day.</p>



	<p>Critical to the event's success is that organisations offer interviews on the day to maximise on interest and reduce the need for people to take further time out or incur more expense of having interviews at a later date.</p> <p><a href="#">Please see our case study outlining the key learning and impact of the recruitment events.</a></p>										
Agree budget	<p>Depending on the venue you select, a maximum budget of £2k is required. Costs can be reduced significantly if a community venue within the locality can be sourced at a reduced cost. Refreshments for the stall holders could be provided (teas and coffees). Further reductions can be made by emailing out the candidate pack in advance.</p> <p>Example costs:</p> <table border="1"> <thead> <tr> <th>Item</th> <th>Costs</th> </tr> </thead> <tbody> <tr> <td>Venue hire</td> <td>£500</td> </tr> <tr> <td>Refreshments</td> <td>£200</td> </tr> <tr> <td>Printing/candidate packs/flyers</td> <td>£1200</td> </tr> <tr> <td><b>Total</b></td> <td><b>£1900</b></td> </tr> </tbody> </table>	Item	Costs	Venue hire	£500	Refreshments	£200	Printing/candidate packs/flyers	£1200	<b>Total</b>	<b>£1900</b>
Item	Costs										
Venue hire	£500										
Refreshments	£200										
Printing/candidate packs/flyers	£1200										
<b>Total</b>	<b>£1900</b>										
Establish Task and Finish Group	<p>This group should ideally meet weekly and be responsible for planning and executing the promotion and logistics of the day with key leads. Group members should make sure everyone who is attending (candidates and partners) is informed about what to expect from the event.</p>										
Assign SRO	<p>Someone that is well connected within the system to chair planning meetings and able to link the project management team with potential partnering organisations.</p>										
Assign Programme Manager and Project Manager	<p>To support the event delivery and monitoring of actions and progress against the delivery plan.</p>										
<b>Phase 2.</b>											
Create update meetings	<p>This is an opportunity to get the project management team and key stakeholders together and an opportunity to provide progress updates and ask questions.</p>										
Create working groups	<p>During the update meeting, this is an opportunity to get volunteers for working groups and it is recommended to focus on 3 areas (logistics, comms, evaluation) and the activities from the project workbook.</p> <p><a href="#">Download the recruitment event programme workbook.</a></p>										



Phase 3.	
Book venue, agree date and time	<p>By now there should be a minimum of two meetings set up, working group planning meetings and wider progress meetings with partner organisations and a list of partnering organisations requirements.</p> <p>From the discussions at working group meetings and wider progress meetings along with the information provided within the partnering organisations requirements, potential venues, dates and times can be booked to meet specific needs.</p> <p>A town centre-based community recognised venue with good transport links, parking and a large event space for several stalls, a waiting area, writing tables and quieter areas for interviews and coaching sessions to take place is ideal.</p> <p>In additional whilst booking the venue, consideration must be given to capacity, building flow and relevant facilities available e.g., tables, chairs, plug sockets, rest rooms, canteen.</p> <p>Shorter event time of 10am to 2pm is generally considered as being a good event timeframe from the perspective of enabling candidates to attend in the morning or afternoon and making sure stallholders are available to attend.</p>
Participating organisations to send their confirmation of attendance and requirements for the day	<p>This is the central point for all activities because confirmation of attendance and their requirements will have a knock-on effect on volume of work and timeframes for deadlines.</p> <p>Key information consists of organisation name, types of roles available, number of stalls required and staff attending. If organisations are looking to interview on the day, then further information is required around number of interview panels and their names.</p> <p><a href="#">Download the recruitment event logistical requirements template.</a></p>
Confirm promotional material and platforms	<p>Consider what will be used and the approach to marketing will be e.g. leaflets, posters, videos, use of social media and traditional methods to reach a wide group of targeted audience to increase footfall and sign ups.</p>
Confirm content for promotional material and what needs to be brought on the day	<p>It needs to be made clear up front about the right to work requirements. A lot of Interest was received at the events from people who did not fit the criteria, so this was made more explicit in candidate packs and Eventbrite booking text.</p> <ul style="list-style-type: none"><li>• CV (to include references to cover the past 3 years),</li><li>• Right to work:</li></ul>



	<ul style="list-style-type: none"><li>• Passport – UK or Irish</li><li>• Non-UK passport with indefinite leave to remain</li><li>• Biometric residence permit</li><li>• Proof of Address</li><li>• Driving licence</li><li>• UK Bank statement (Dated within the last 3 months)</li><li>• Benefit statement / book (UK and dated within the last 3 months)</li><li>• Council tax statement</li><li>• UK Credit card statement (Dated within the last 3 months)</li></ul> <p><a href="#">Download the Candidate information pack from the Oldham Recruitment Event held on 18th January 2023.</a></p>
Confirm how candidates will need to register to the event and what will need to be completed during pre-event registration	E.g. Eventbrite, Trac, Job Centre In addition, registration process may include: <ul style="list-style-type: none"><li>• First name</li><li>• Surname</li><li>• Address</li><li>• Email address</li><li>• Mobile phone number</li><li>• Employment preference - Full time / Part time</li><li>• Gender</li><li>• Date of birth</li><li>• Right to work eligibility</li></ul>
Confirm if walk-ins will be available on the day	Consider the venue capacity and the number of bookings at one given time which will give an indication of how many walk-ins are allowed at one given time. Track walk-ins for Health and Safety reasons to ensure venue doesn't exceed capacity.
Confirm what activities will be done to capture the day, key statistics, and Interview process	Photographer, Videographer, shout out on a local radio and consider the correct consent processes are undertaken such as consent forms If you are planning to use photographs and people stories after the event.  In addition to consider what key statistics are required for the post event evaluation e.g. number of bookings, number of attendees, job offers, pre-employment offers, partner feedback and candidate feedback of experiences.
Recruiting and Interviewing organisations (in particular NHS Trusts)	A series of actions are recommended in advance of the recruitment event to ensure any conditional offers are sent out as soon as possible post – event and reduce delays in 'time to hire.' Interview panels will be recruiting on behalf of other departments so prior engagement is key.



	<ul style="list-style-type: none"><li>• Agree recruitment principles for the event and relationship building to allow panels to recruit on behalf of different departments and teams</li><li>• Engagement with service departments who have vacancies – compile full list of jobs available ready for the event</li><li>• Schedule in post-event allocation meetings in diaries to allocate successful candidates</li><li>• Master vacancy Created on TRAC for each discipline. All jobs approved on TRAC in advance including finance approval to reduce ‘Time to Hire’ post event</li><li>• Create interview panels (2 x clinical people per panel) or panels with experience for other roles. Panels need to be aware they are recruiting on behalf of other departments – specialist panels may be required e.g. complex needs service</li></ul>
<b>Phase 4.</b>	
Map venue, roles and responsibilities	<p>A floor plan is essential to this activity so that partnering organisations requirements can be clearly mapped out but equally important to map out the flow from entrance, stalls, applications, ID Checks, interviews, exit. Interview demand can create blockages so an Interview waiting area is ideal.</p> <p>The recruitment team/candidate Interview booking need to be hidden out of view as experience shows candidates will head straight to this area without visiting the stands.</p> <p>In addition, assigning on the day roles and responsibilities which include a people at sign in, signposting, Interview bookers, signposting/hosts, ID checkers, interview feedback/ next steps and those who will collect feedback and surveys.</p> <p><a href="#">Download the floor plan from the Oldham Recruitment Event held on 18 January 2023</a></p>
Create Interview panels	Two people per panel, who conduct 15-minute interviews, with 5 minutes for feedback. This roughly equates to Interviewing 10 people maximum per panel over a 4-hour interview period (with breaks).
Create partner pack	<p>E.g. key information about the event, venue, parking/ travel information, an Itinerary/ schedule for the day, roles and responsibilities etc. Circulate it ahead of the event. It should ideally include the details of the people who will be at working at the event, how to get there, what to expect, venue layout, timescales, and FAQs.</p> <p>Make sure leads share this with all staff, who are attending and print off copies of it for your event help desk.</p>



	<a href="#">Download the Partner information pack from the Oldham Recruitment Event held on 18th January 2023.</a>
Create a candidate information pack	Email candidates a candidate information pack that includes further details for candidates about the event itself. For example, what people should take with them, information about the organisations attending and what they can offer.  <a href="#">Download the Candidate information pack from the Oldham Recruitment Event held on 18th January 2023.</a>
Create a booking system	Eventbrite, TRAC or other systems and processes that partners may use.  This will help with managing the consistency of numbers throughout the day and plan for the expected footfall, so you can prepare enough panel members for interviews.  <a href="#">See the example advert for the NHS Health and Social Care Recruitment Event on Eventbrite.</a>
Create a poster with the booking link	Create a poster with a booking link that will attract candidates to the event and provide more information about what to expect on the day.  <a href="#">Download the poster for the Oldham Recruitment Event held on 18th January 2023.</a>
Begin social media rollout	Must be linked to comms plan with consistent key messages and posting dates from all partnering organisations involved.
<b>Phase 5.</b>	
Promotion	Work with Jobcentre Plus and local partners to signpost more people to the event via the booking link that can promoted via job coaches, social media channels and printed leaflets.
<b>Phases 6</b>	
	Complete outstanding activities
Final checks	Against project plan or checklist

<b>Event Day</b>
<b>Phase 7.</b>



Event Delivery	<a href="#">For further information see the event logistics decision-making flow chart arrangements for the day.</a>
Venue set up	Core event team and stallholders to arrive 1.5 hours before the event to set up the venue and allocate stall holders as they arrive. Consider using direction signs for candidates when they arrive.  <a href="#">Download the wall signs from the Oldham Recruitment Event held on 18th January 2023.</a>
Partner briefing	Hold a partner briefing before the doors open to cover off any housekeeping pointers and run through a quick reminder of the event schedule.
Registration	Have a registration desk at the doors for attendees to sign in. If they are walk-ins, have iPads available for people, so that they can easily share their details via the Eventbrite link.
Help Desk and hosts	Have a help desk for extra screening before entering the main hall – set up a dedicated information table that helps candidates understand and narrow down what their interview preferences are and share which organisations and roles they are interested in.  Have people acting as hosts to take people to the stands and introduce them to the stall holders.
Pre-employment forms table	Create a dedicated space, using laptops/iPads or paper documents, for candidates to complete as much of the pre-employment paperwork as possible. For example, ID checks, TRAC application forms, DBS, occupational health information, Right to Work etc. This will save precious time and admin resource. Significant delays can result in candidates dropping out of the process.
Skills assessment table	Depending on the job roles being advertised, it's worthwhile having a separate area for candidates who cannot demonstrate particular essential skills or qualifications, such as English, mathematics or IT skills. Invite them to complete a quick test before their scheduled interview.
Waiting area for candidates	Make sure there is water available for candidates and that somebody is on to hand to help with any pre-interview queries. Keep an eye on waiting times and always try to provide candidates with regular updates on when there are in the interview queue.
Interview scheduling and booking at stalls	Give candidates the opportunity to visit stalls and have conversations and screen candidates who are ready for interviews. Smaller organisations can manage this process themselves (see next section for NHS Trusts).



Interview scheduling and booking at stalls (NHS Trusts)	<p>The Resourcing/recruitment team play a key role on the day in supporting the interviews and candidates. The need to be accessible but not visible to candidates prior to them engaging with the provider stalls to prevent a potential interview bottle neck.</p> <ul style="list-style-type: none"><li>• Teams supporting the provider stands will have exploratory conversations with attendees and assess suitability for interview and refer to resourcing team (give candidates a slip to confirm their eligibility for an Interview)</li><li>• Resourcing team allocate interview slots</li><li>• Interview held. Panel judge whether the person is appointable based on values and experience. The panel can make recommendations for certain departments based on experience</li><li>• If appointable, panel send candidate back to resourcing team to take full details. TRAC link sent to candidate (on the day or next day) to complete (interview counts as supporting statement section) or they can upload their CV content into this section If they have one prepared</li><li>• Capture as much info as possible on candidate including shift pattern preferences, hours they are available to work</li><li>• Undertake ID checks – use phone/iPad to capture images and emailed to resourcing teams email account with candidate name</li><li>• Ask if candidate can provide evidence of functional skills competency or they can complete on the day</li><li>• People who were not successful at interview or did not pass the functional skills test – refer onto Widening Participation Team or other supportive organisations for further support</li></ul>
Candidate follow-up	<p>Give candidates a ‘what’s next’ information leaflet after the interview – this should include lead contact details, opportunities to meet the team or take part in a working interview and the expected time to hire timescales.</p>
Signposting unsuccessful candidates	<p>Everybody should leave the event with an opportunity or coaching advice or referral to pre-employment courses and the widening participation team.</p>
Exit desk	<p>Exit desk surveys and patient story collation – QR code postcards, iPads/laptops for candidates to or paper-based surveys should be shared to enable candidate feedback to be captured. Also invite candidates to tell their story and give their communications consent. Take a look at this candidate feedback form, which was used for the Oldham recruitment event <a href="https://www.smartsurvey.co.uk/s/E8CWVP/">https://www.smartsurvey.co.uk/s/E8CWVP/</a></p>





	<p>Pair this insight with information obtained at the reception desk to create useful infographics that can be used to help shape and improve future events.</p> <p><a href="#">Download the infographic of the Oldham Recruitment Event held on 18th January 2023.</a></p>
--	---

Post-Event	
<b>Phase 8.</b>	
Successful candidates	<ul style="list-style-type: none"><li>• Send out conditional offer letters within a few days of the event once completed application is received</li><li>• Chase any outstanding information such as ID/functional skills evidence</li><li>• Hold allocation meetings with service leads to allocate successful candidates (recommendations may have been made by the interview panels)</li></ul>
Evaluation work	Creating a partner evaluation survey will enable you to collate key event statistics, e.g. number of vacancies filled, number of people enrolled on to pre-employment courses and number of volunteers signed up. See the partner evaluation survey example at <a href="https://www.smartsurvey.co.uk/s/YOM24Z">https://www.smartsurvey.co.uk/s/YOM24Z</a> .
<b>Phase 9.</b>	
Write up evaluation and lessons learnt report	Consider including sections such as event background and content, key feedback and statistics, lessons learnt, recommendations and next steps.