

# VIRTUALIZATION IN RECRUITMENT

BRADY BRADY BRADY

Helpful Tips for Going Virtual from TA Leaders

# AGENDA

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+ COVID-19 Impact to Virtual Recruiting

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+ Virtual Hiring Events, Interviews & More

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+ Virtual Onboarding

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+ Attendee Q&A



# ABOUT RECRUITICS



## About Us:

- Jenny Skundrich, SVP of Client Strategy
- A data-centric **recruitment marketing agency**. We **make it easy** for the world's leading brands to **attract and hire top talent**.



# ABOUT brazen



## About Us:

- Joe Matar, VP of Marketing
- A **virtual career fair platform** with a powerful suite of tools that help you **find and engage with job seekers** and quickly turn them into hires.



# FEATURED EXPERTS

**pontoon**



**Tim Meehan**

*VP & Global Head of Emerging  
Technologies at Pontoon  
Solutions*

**Spectrum**



**Jennifer Tracy**

*VP of Recruiting Solutions at  
Spectrum*

**NORTHROP  
GRUMMAN**



**Peter Brooks**

*VP of Talent Acquisition at  
Northrop Grumman*

**SAIC**



**Jane Ormerod**

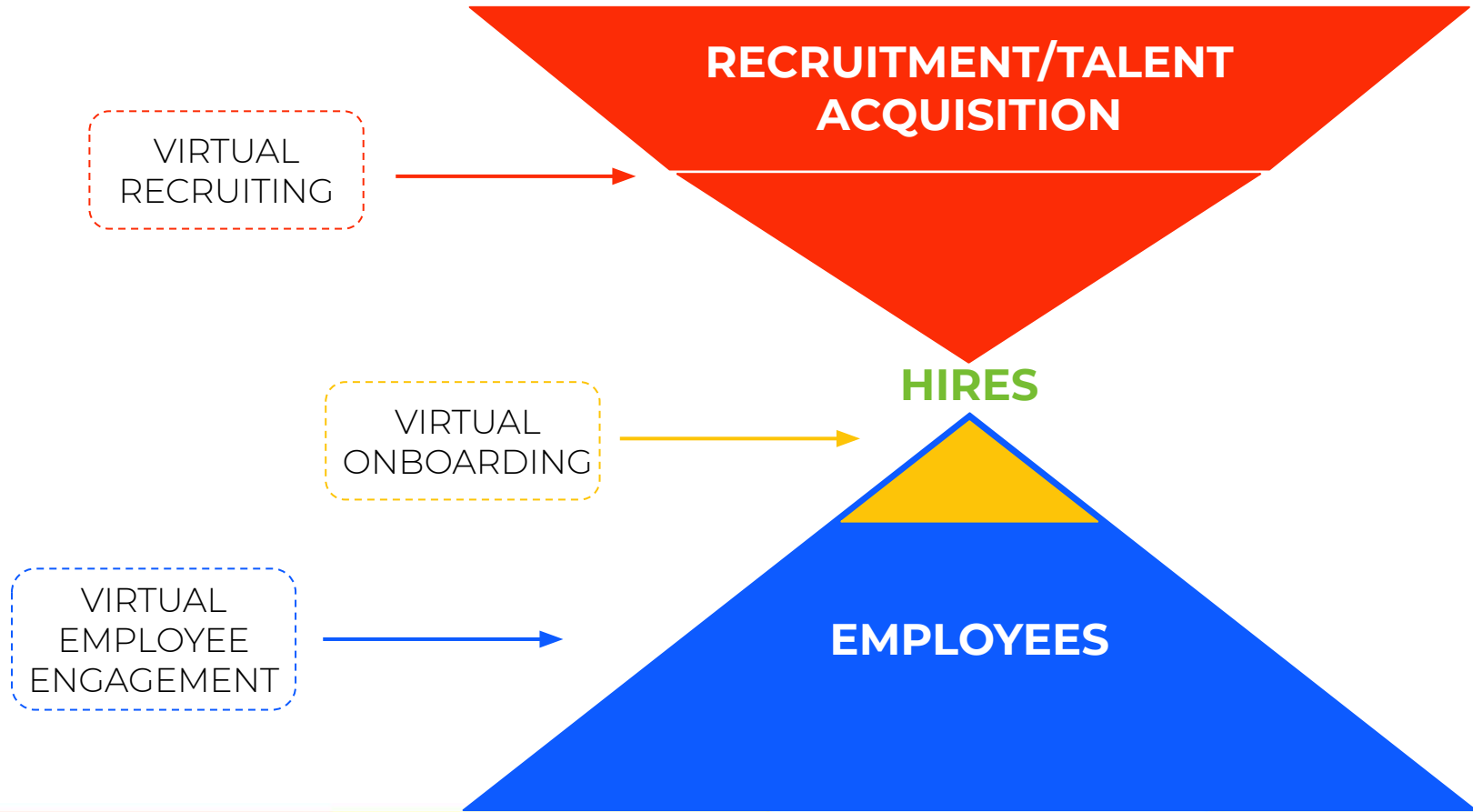
*VP of Talent Acquisition at SAIC*



# THE COVID-19 IMPACT TO VIRTUAL RECRUITING

BRAND BRANDING BRAND  
Trends we're seeing in Recruitment Marketing, Employer  
Branding & Talent Acquisition

# The Recruitment Marketing Funnel



# COVID-19 Impact to Virtual Recruiting

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How has COVID-19 impacted **virtual hiring strategies** for your organization?



# COVID-19 Impact to Virtual Recruiting

**94.9%**

In-person interviews  
canceled,  
postponed and/or  
made virtual

**83.1%**

In-person hiring  
events canceled,  
postponed and/or  
made virtual

The top 2 impacts of COVID-19 on surveyed companies on their talent acquisition / recruitment marketing.



# A Disconnect on Virtual Hiring Events

**88.9%**

Virtual interviews in  
place of in-person  
interviews

**40.7%**

Virtual hiring events  
in place of in-person  
hiring events

The top 2 things that TA teams from surveyed companies are actually doing because of COVID-19.



# VIRTUAL HIRING EVENTS & CAREER FAIRS

[VIEW EVENT LISTING](#)

# Virtual Hiring Events

Interest over time 



# Virtual Hiring Events

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Where and how do **virtual hiring events** fit into your recruitment funnel?

What are some **use cases for virtual events** in recruitment and talent acquisition?

# An Increase in Virtual Hiring Events Use

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**55.6%**

Were using virtual hiring events before, but more now

**33.3%**

Were NOT using virtual hiring events before, but are now

11.1% of companies using virtual hiring events now are using them just as much as they were before COVID-19 (no change)



# An Increase in Virtual Hiring Events Use

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**300-500**  
**Events/Week**

Previously ~100  
Events/Week

**90%**  
**Attend. Rates**

Previously ~50%  
Attendance Rates

Requests about the Brazen virtual hiring event platform have increased 30-40X and haven't slowed down!



# Virtual Hiring Events

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What was your **biggest hurdle** in using virtual hiring events?

What is the **most valuable feature** in a virtual hiring event solution for your TA team?



# Virtual Hiring Events

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What are your **top recommendations / best practices** for promoting virtual hiring events?

# VIRTUAL INTERVIEWING

[VIEW RECORDING](#)

# Virtual Interviewing



# Virtual Interviewing

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How is your organization handling **the interview process** during this time? Any in-person interviews still happening?

What about **shadow days, virtual job tryouts** and **video interviewing tools** vs **video conference tools**?

# An Increase in Virtual Interviewing

**61.1%**

Were using virtual interviews before, but more now

**13.0%**

Were NOT using virtual interviews before, but are now

16.7% of companies using virtual interviews now are using them just as much as they were before COVID-19 (no change)



# Virtual Interviewing

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What is the impact, if any, of **unconscious bias** when it comes to interviewing candidates on video?

# Virtual Interviewing

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What are your **top recommendations / best practices** for TA teams and hiring managers for virtual interviews?

# QUICK REMINDER!

If you have questions...



You can submit questions in the **Zoom chat box**, or tweet us at **@Recruitics** with the hashtag **#RecruiticsEDU**.



# VIRTUAL ONBOARDING

[VIEW RECORDING](#)

# Virtual Onboarding



# Virtual Onboarding

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How are you handling **onboarding and orientation** of new employees during this time?

# VIRTUAL EMPLOYEE ENGAGEMENT

[VIEW OUR VIRTUAL EMPLOYEE ENGAGEMENT](#)

# Virtual Employee Engagement

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How are your talent acquisition and recruitment marketing **teams staying connected** when most are working virtually now?

What are some things your organization is doing to keep **employees engaged** and to **keep morale up** during this time?

# THE FUTURE OF VIRTUAL RECRUITING

BRIDGES ENTREPRENEUR

# The Future of Virtual Recruiting

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**38.9%**

Were already going virtual and believe it's "the way of the future"

**37.0%**

Were not already going virtual but now believe it will be part of future processes

16.7% are hesitant about going virtual for 2 major reasons: 1) fear of losing the human impact or 2) not knowing how to start.



# The Future of Virtual Recruiting

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Do you anticipate adopting some of these changes towards **virtualization in recruitment** for the long-term?



# The Future of Virtual Recruiting

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How do you remain **real, authentic and human** in a virtual world?

Do you have any quick advice for those who **don't know how to start** in “going virtual” for recruitment?

# QUESTIONS?

**Ask Away!**



You can submit questions in the **Zoom chat box**, or tweet us at **@Recruitics** with the hashtag **#RecruiticsEDU**.

# THANK YOU!

**pontoon**



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# We're Here to Help.

## VIRTUAL RECRUITING RESOURCES TO HELP YOU WITH THE COVID-19 CRISIS

You may be shifting to virtual interviews and events. The reality is that talent acquisition departments across all industries are having to adjust. **Here are some resources to make your job a bit easier.**



### Virtual Recruiting: What Talent Acquisition Teams Should Know

What you should know about virtual hiring events, virtual career fairs, video interviews, and virtual assessment tools.

READ



### Are You Managing Your Employer Brand in Difficult Times? Now's the Time!

Ideas on how to showcase your employer brand during the coronavirus time.

READ



### Microsoft's Remote Work Trend Report: Meetings

**Microsoft 365:** How a desire to connect is changing meeting habits during the world's largest work-from-home mandate.

READ



### LinkedIn Virtual Events Solution: What You Need to Know

LinkedIn addressing the need



### 10 Tips to Implement Video Job Interviewing

Interviews are now being conducted virtually. Here are



### How To Successfully Hire and Manage Remote Employees

Here are some tips for managing your remote

# Thank you for attending!

If you have any additional questions or would like to discuss virtual recruiting strategies, please email:

[info@recruitics.com](mailto:info@recruitics.com)

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