Representative Best Practices

Get the most out of your candidate engagement events by following these representative best practices.

Before the Event

1) Send **personal emails and leave voice messages** to candidates that you've been chasing; pull a list of candidates from your CRM/ATS to email.

2) Leverage your employees' networks and distribute event registration link via email, flyers, social media posts **referencing referral bonuses** (if applicable). Candidate registration forms may include a field for Employee Referral Name.

3) Post event registration link to all **social media channels** and encourage sharing; always use the event as a **secondary call to action** in external communication.

4) Be **personable** in your representative profile - hobbies? favorite memory working at your company?

During the Event

1) Enter your assigned booth (marked with a "**My Booth"** sash) and click on the green **"Chat"** button to engage 1:1 with candidates. Once you're connected, use your time to ask questions, provide advice, and decide what the next step will be for that candidate.

2) Either make the **conversation quick** with a goal of setting up a call with every candidate that connects with you or ask enough **detailed questions about their experience/gather intel** to determine if they're a fit for your company. Remember: this is a **screening tool**, not an interview session. Before the chat ends, make sure to **provide your contact info** and collect theirs if you don't already have it in their profiles.

3) After each chat, rate your conversation based on the **Star Ratings Guide**, take notes and determine next steps.

After the Event

1) Visit your personal Chat **History** to review your conversations, candidate profiles, and notes for up to six months after the event. Candidate profiles are stored indefinitely and accessed by Company **Admins**.

2) Speak to a candidate that's great for your company but not for your roles? Use the **Forward tool** and send that candidate's profile and your transcript on to a colleague for seamless handoffs.

3) View the **Registration list of candidates that did not attend** and follow up via email that day. On **day two call, leave a voice message, or invite** them to your **next online chat session**.

4) Send candidates you chatted with a **Thank You email or LinkedIn message;** offer a chance for them

Questions? Find answers or submit a ticket at support.brazenconnect.com