



# How Pandora Brought Its Events Strategy to Life With Avature

## Three Ways that Pandora Leveraged Avature to Develop a Stand-Out Events Hiring Strategy

- 1 ▶ Designing a bank of branded email templates, including invites and reminders, to engage candidates.
- 2 ▶ Using tags to keep track of the VIP candidates and automated engagement actions to deliver a high-touch experience.
- 3 ▶ Setting up tasks as reminders to stay in touch and follow-up with candidates to keep momentum in the run-up to the event.

## Key Moments in Pandora's Outreach Strategy With Avature

The key moments in Pandora's outreach strategy to make sure that candidates attended their recruiting 'party' included:

- **The Starting Point (4-6 weeks before):** Identified potential candidates in the area and sent them an initial invite via email.
- **Second Outreach (2-3 weeks before):** Sent out a follow-up email to all candidates who did not respond to the initial invite.
- **Third Outreach (1 week before):** Sent out a third email reminding non-responders that hiring managers will be there to interview candidates.
- **Phone Interview (For interested candidates):** Guided recruiters with a role-specific Phone Screen Form in Avature. Tagged top performers for hiring managers to know.
- **Fourth Outreach (A few days before):** Sent out a reminder to confirmed attendees letting them know that hiring managers were excited to meet them.

## Key Stats to Make the Business Case



67 new highly skilled hires were brought on for hard-to-find technical roles, more than double the original target.



Pandora built and implemented an end-to-end events recruiting strategy in just seven weeks all within Avature



*Without a doubt, Avature being a one-stop shop for all our information was the key to our success. Having that one central source of truth was just critical for us."*

**Anastacia Flores**

Director, Recruiting Operations