SUPER STRUCT

TECH EVENT RECRUITING CHECKLIST

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1 Create A Lead Form

Use TypeForm and create a simple, mobile-optimized form to collect names and email addresses. The shorter the better. You want to collect as many leads as possible.

2 Know The Goal

Your goal is to get as many developers to fill out your lead form during the event. Follow up with them after the event. Do not expect them to remember to go apply through your jobs page or take your card and email you.

3 Create A Slide

This slide should be on display for as much of the event as possible. At the very least, this should be up during your pitch to the audience. Don't make engineers struggle to read the slide. Text should be large and clear.

4 Show Your Personality

On your slide, don't limit yourself to static text and a logo, a more striking design and/or a not-so-subtle animated gif will do a much better job of grabbing the audience's attention and showing your company's personality.

5 Highlight the CTA

Make sure everyone reading your slide knows what the next step is. This should be a short, easy to type url. Use a link-shortener, or ideally, create a redirect on your own domain: yourcompany.com/eventname-vip

6 Write Out Your Pitch

Take 3-5 minutes to address the audience. Introduce yourself and let people know why they should leave their current job and work with you instead. If you do this right, they'll visit the link on the slide that redirects to your lead form.

7 Use Urgency

Don't give the devs an excuse to fill the form out "later". Things come up, they might have to put out fires at work, and they'll forget to come back to it. On your slide and in your pitch say that the form will only be active during the event.

10 Differentiate Yourself

Why is working with you better than a FAANG? Better than a random startup? Better than a large non-tech company? Better than an agency? If a developer is any good they'll have options. Get concrete about what sets you apart.

8 Imply Special Treatment

Most developers hate interviewing. You'll get a lot more engagement if you can promise that anyone who fills out the form will get to talk to the hiring manager or skip the initial phone screen.

11 What's In It For Them

This isn't about you. Speak from the developer's perspective. Will they have freedom to solve problems the way they want to? Will they have the opportunity to learn new skills?

9 Say The Salary Range

Be clear about what the compensation is. If you don't make the salary range clear, engineers will assume the worst and not bother. Include information about options or other benefits if you have them.

12 Say Who Is NOT A Good Fit

If your culture is "move fast and break things" say that this isn't a good fit for people who like to sit in meetings forever to "get things perfect". If you design carefully, say code-cowboys that like to test in production aren't welcome.

About Superstruct

David started Superstruct to build a repeatable system for finding, recruiting, vetting, onboarding, and managing talented software engineers. This system integrates over 10 years of software engineering management experience with deep technical knowledge to help companies clear milestones faster, cheaper, and with less risk.

David is a leader in the tech community and runs one of the largest JavaScript events in the country: js.la. This event draws world-famous speakers such as Ryan Dahl and Kyle Matthews and rising stars from the LA tech community, and regularly has standing-room only for its hundreds of attendees -- filling up large venues such as Google's main stage in Venice. Additionally, he runs the official Node.js Mentorship Team and the Los Angeles chapter of NodeSchool.

What People Are Saying

"David's help was a game changer for me. I spent months floundering to find a developer for my team. (I had, I realize now, a sub-par, ad-hoc hiring "strategy".) But after I started working with David, I had hired a developer within the first week - and even better, I had a tested, reusable strategy for hiring quality engineers. Thanks, David!"

— Nate Murray, Founder Newline.co

Looking For The Best Event To Find Developers?

js.la is one of the largest JavaScript events around and attracts the sharpest minds in the city. Visit **https://js.la/sponsorship** to get in front of LA's best developers.

Don't Feel Like Doing This On Your Own?

We provide a done-for-you tech event recruiting service to make sure your sponsorship dollars are being spent usefully. Get twice as many applicants at your next event and know exactly what to do pre-, during-, and post-event. Visit **https://superstruct.tech** to book a 15-minute call.