



ADJ

AUSTIN DIGITAL JOBS.

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EVENT BEST  
PRACTICES

# FIRST THINGS FIRST

If you've never been to an  
ADJ Recruiting Mixer,  
these pictures will get you  
up to speed:



*(note – these pictures are from 2018 when we hosted at Rattle Inn, which has closed)*

# BOOTH IDEAS

*Why does a booth's aesthetic even matter!?*

*Every booth is different because each is an extension of a company's culture. How are you expressing what your company has to offer? It's the little things that matter!*

## 1. Start with a tablecloth

We're rockin' fancy folding tables - 72 inches wide, 30 inches deep, and 29 inches tall. You *really* will need a tablecloth - most use a standard tablecloth with company branding, and others have gotten creative with textiles.

Inspiration and ideas:

- Order a tablecloth with your logo on it like [this beauty](#).
- Creative or on a budget? Try [kraft paper and sharpies!](#)
- [Paint your logo](#) on white paper to cover the table front.
- Consider a [table runner](#) for some texture or pop of color.
- Get wild - consider a [rug](#) or fitted [sheet](#) set as a topper.
- Try a traditional patterned tablecloth from any store.





## 2. Layer in some visuals

This can be your swag, flyers, or handouts, but are you conveying your company culture visually? What do your offices look like? Let's bring that to your booth! This is your chance to subconsciously tell hundreds of candidates more about why you are the best company in town while proving your care for details.

Inspiration and ideas:

- If every office in your building **has a gong**, put a gong at your booth! Why not?
- If the **decor is very chic**, extend that here - add flowers or a few frames.
- Perhaps that's all too floofy and you're thinking more tech - set up **a row of laptops** doing demos (some atop a stack of books to layer the heights).
- Texture helps - add some **garland** or something **unique** to prove your care to detail.

It's not a replica of your office, but a sincere expression of your company culture. Holler if we can help inspire you - we love this stuff!



### 3. Brand like a boss

Bring your pull up banner, keep everything brand consistent and use your logo color on everything possible. This is your space to brand like a boss in front of hundreds of eager candidates, so take advantage of that!

### 4. Stay organized

Our events are a constant sprint, so staying organized is a big part of planning your booth. Bring files to separate types of candidates, or implement a prioritization strategy so follow up is easier.

Bonus points for a hanging file basket of folders with your brand color (or logo on each).



# PREP THE TEAM

*Just as your space at the event is an extension of your culture,  
so too is your team's appearance.*

## 1. How many team members should I bring?

If your company has a booth, only sending one person will lead to panic - it's a legitimate sprint with nonstop lines. Ideally, bring 3 team members, with a max of 6 (or your space will be overly crowded). More than 4 means some will float the crowd, and that's pretty cool!





## 2. Who from the team should be at the booth?

Some companies send only hiring managers, others bring regular team members. If you're hiring for a developer, it says a lot about the company if you have an actual dev at the booth! Show off that culture!

## 3. What should we wear?

This event will be casual and approachable. Candidates will be urged to NOT wear blazers. Consider company branded t-shirts for your team and jeans - that has become the standard.

# SWAG

*"Do we bring swag for our booth?" Maybe.*

*Your booth is an extension of your company's culture. But it's about more than the table's aesthetics, it's an opportunity to earn brand loyalty.*

## 1. Do we bring swag?

If you have reserved a booth, you don't **have** to bring anything besides yourself and jobs, but remember – it is an opportunity to brand your company and earn loyalty, even among people that don't join the team. If you have the budget, do it. If not, don't feel pressured to. It's not a beauty contest.

## 2. What kind of swag should we bring?

In Q1 and Q2, there's always a risk of heat, so we recommend anything that plays on that, or general office stuff (that's always a hit). There's still time to order swag, and while it's an opportunity to make an impression, one or two types of items suffice.

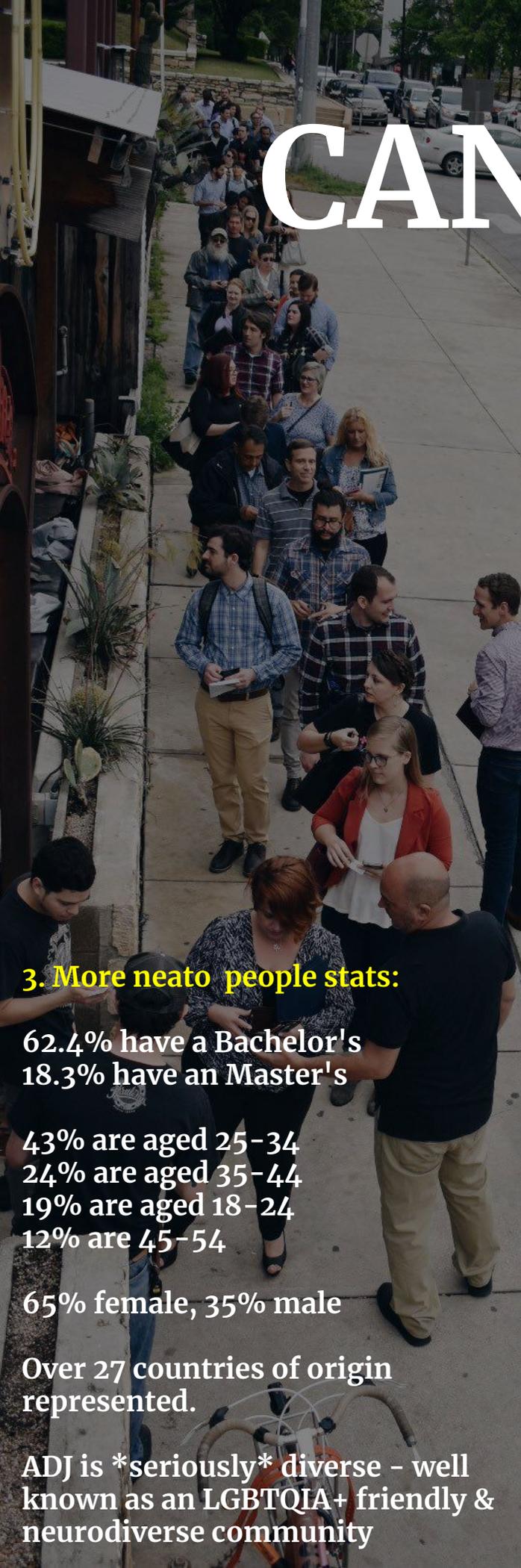
## 3. Swaggy ideas:

- Paper fans w/ your logo
- USB-powered fans
- Koozies w/ your logo
- Golf towels w/ your logo
- Sunglasses w/ your logo
- Cups w/ your logo
- Tumblers w/ your logo
- Totes w/ your logo (to hold swag)



Proofreaders  
Do It Correctly.





# CANDIDATES

*The crowd will be massive, but who's in the crowd?*

*We've addressed who to bring, what to wear, and what to bring to jazz up a booth, but knowing the crowd is key!*

## **1. Are these folks all sad and unemployed?**

Nope. ADJ has 40K+ members, and our last demographic study indicates that half of the group is employed and looking!

21% are unemployed and looking, and 15% are self employed and looking.

These are the hard to find folks - our specialty!

## **2. What kind of jobs are they looking for?**

The truth is that the types of candidates that come vary based on which employers are present. EX: If no gaming studio is present, no video game designers show up.

That said, candidates at our last two events expressed interest as follows:

- 24% BIZ - Finance, Sales, Biz Dev
- 27% CTV - Creative
- 27% DEV - Development
- 24% ITP - IT, Programming
- 26% MKT - Marketing
- 31% OPS - Operations, Mgmt
- 19% UXI - UX/UI Design, Research
- 24% OTR - Other

## **3. More neat people stats:**

62.4% have a Bachelor's  
18.3% have an Master's

43% are aged 25-34  
24% are aged 35-44  
19% are aged 18-24  
12% are 45-54

65% female, 35% male

Over 27 countries of origin represented.

ADJ is *\*seriously\** diverse - well known as an LGBTQIA+ friendly & neurodiverse community

# EVENT LAYOUT

**Read this** for a note we send to all candidates to walk them through what to expect. It'll help!

Booth placement isn't finalized until we set up for the event because we tweak everything endlessly to insure perfection.

But knowing how everything is laid out helps you visualize:

- **Registration** is in the first floor lobby (you'll skip the line) - two tables with succulents or floral arrangements and a purty tablecloth.
- On the left is the **conference hall - you'll be in there!** We'll likely have all employers in a "U" shape.
- We may have brats on the **grill out back**, and **resume reviewers** will be at bistro tables on the patio (weather permitting).
- A **photographer** will be set up doing headshots.
- **Drinks** (beer, soda, and water) will likely be in buckets indoor and outdoors (on top of runners because we fancy).
- We'll have an **info booth** just left of the entry if you have questions.



*We look forward to seeing you!*

***Please reach out** with any  
question, large or small:*

*[lan@theamericangenius.com](mailto:lan@theamericangenius.com)*