



CONSUMER
TALENT
ACQUISITION

Recruiter Academy Program Training

Recruiter Academy Program Events Model



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Recruiter Academy Program Events Model

This is an introduction to the Events Model process of recruiting used at Amazon. It is the primary method taught during the RAP program.

Objectives

After this training you should be now be able to:

- Describe the [Event Recruiting Model](#)
- Have a rudimentary understanding of [Event Recruiting Funnel's](#) 11-week cycle
- Learn the high-level list of steps involved in working through the process by using the [Visio diagrams](#) of the process
- Understand what the Recruiter Academy Program offers in teaching the [Event Cycle](#)
- Discuss [candidates by the term](#) used to identify what stage they are at in the recruitment process

What is the Event Recruiting Model?

There are several recruiting models used by Amazon. One of these is the Event Recruiting Model which consists of finding a large number of prospective candidates, soliciting them, reviewing resumes they send in response to your original emails, sending out assessments to those deemed as being suitable for Amazon, and then if the assessments and subsequent recruiter screens are acceptable, scheduling them to attend an event where they will be interviewed by 3-4 technical members of the business who are capable of determining the suitability of the candidate.

Because we're looking for a lot of the best people, we use the event model to do volume hiring. We've found this to be a successful way to attract a lot of people to our Recruiting Funnel process. We teach you to fill up a funnel with candidates, then begin qualifying them, and as we go through the qualification process, we move people out of the funnel who aren't acceptable, leaving us with highly-qualified candidates, and eventually to the high quality hires we seek.

The Event Recruiting Funnel

The following image shows how you start out with a wide funnel to process a large number of resumes into the funnel and begin filtering out those who don't fit your job role requirements until you get to those candidates who will attend the event and eventually have an offer extended to them.

The Recruiting Funnel

High Quality Applicants



Most of your training will be focused on learning how to accumulate the candidates, put them through this process, track their status, and provide exceptional candidate and client experience during every step of the way. Through repetition of these processes, you'll develop muscle memory, retain these skills as good habits, and turn the things you've learned in this training into a successful career at Amazon. In addition, you'll help create an exceptional hiring experience for every candidate with whom you communicate.

We find this to be a fast process, with a high success rate in terms of the number of candidates interviewed to those successfully hired, and it allows us to more quickly hire a number of qualified candidates per event. Our objectives are to minimize the number of days between the time a job requisition opens until time it is filled and the Events model gives us the most success.

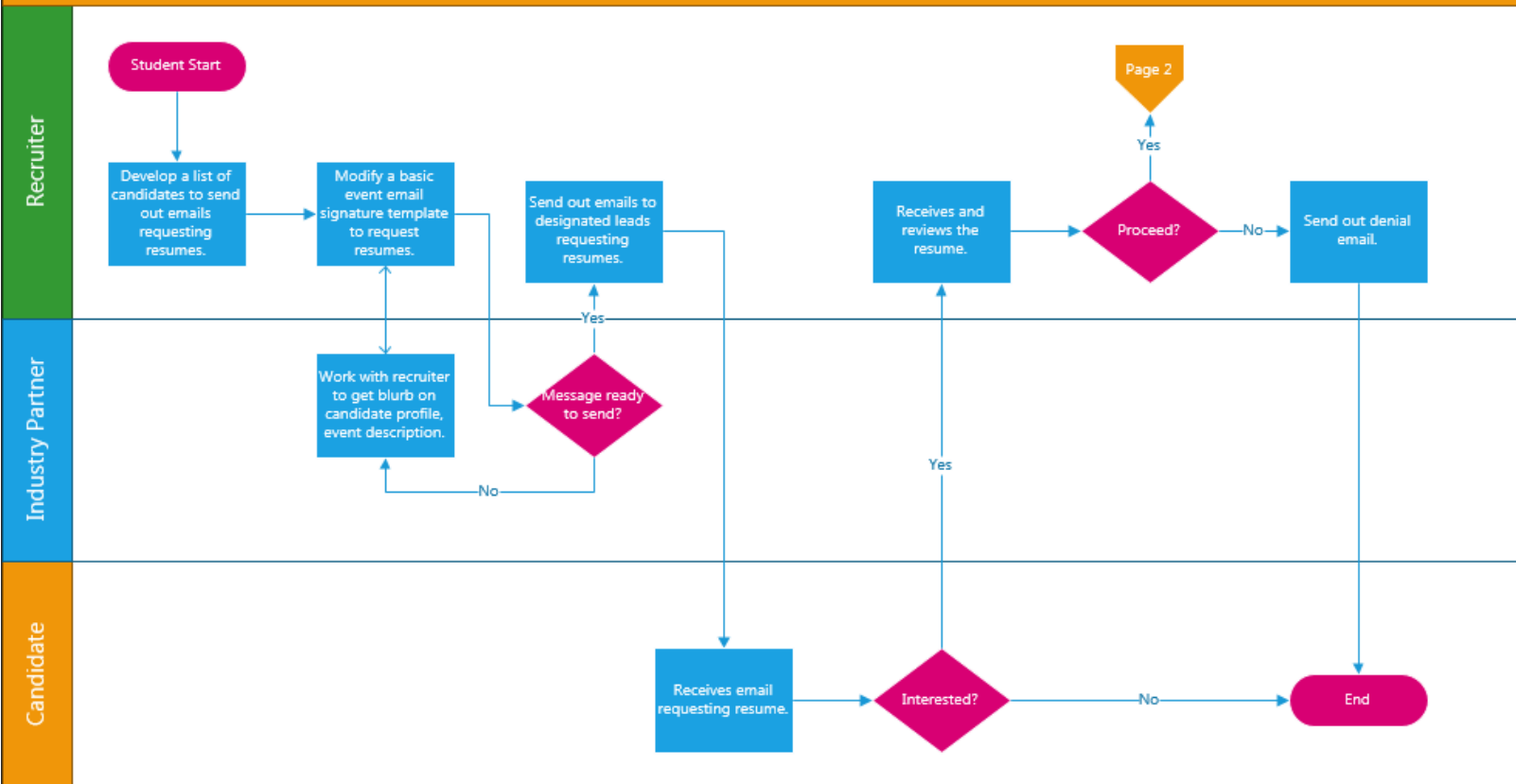
The Event Management Process

The event management process in total is an 11-week event cycle. It begins when we develop the profiles need by the customer teams being supported, the location, number of candidates targeted, etc. From there we located candidates, solicit them to find those interested in participating, and manage their interactions from there to event launch. From initial candidate interaction to event launch is approximately 8 weeks. Pre- and Post-event work is included in the 11-week process.

The list below describes the process at a high level. You will learn each part of the process over the next weeks and months.

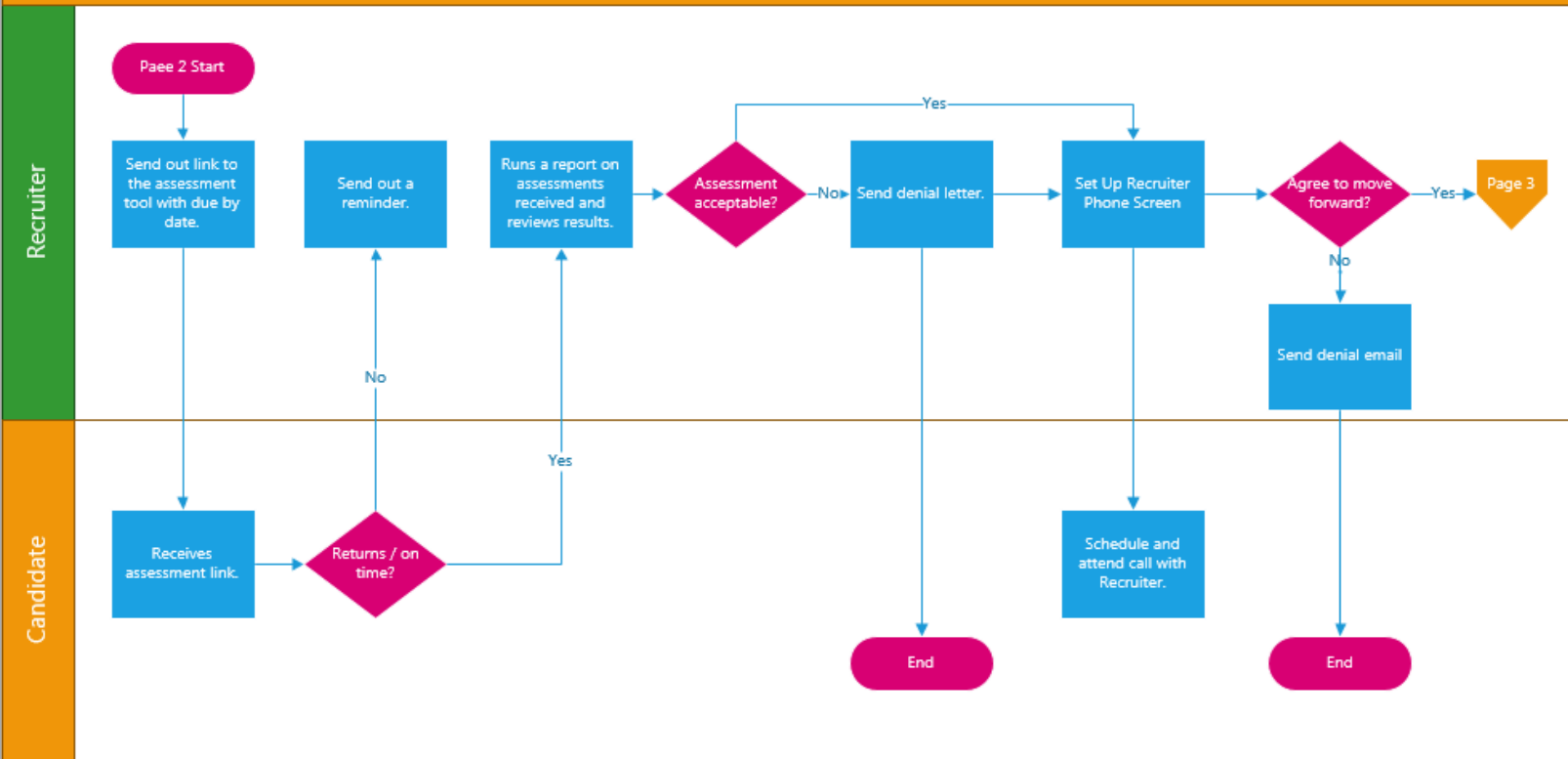
Email and Event Notification Process

Lead Generation to Initial Contact/Response



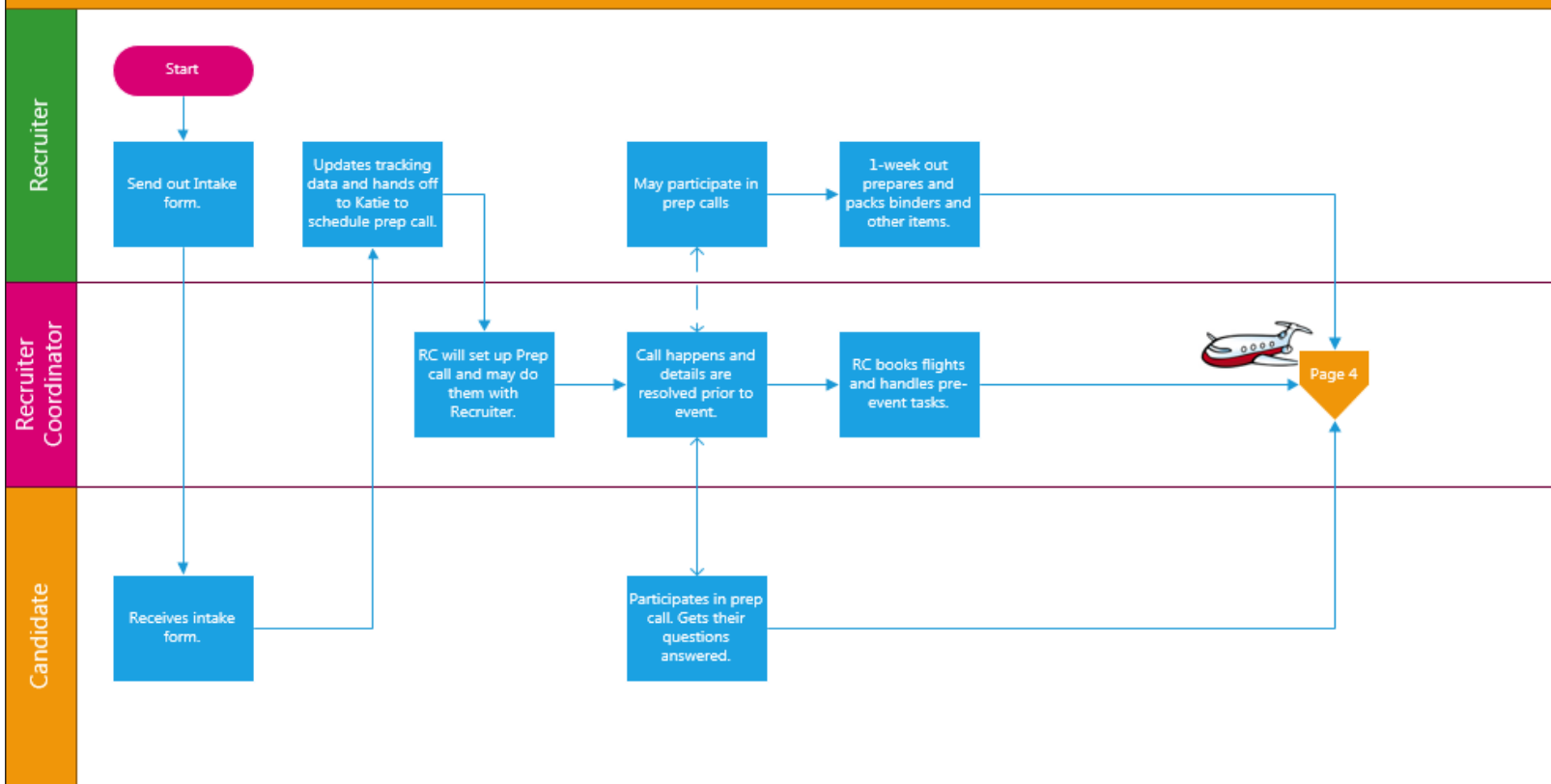
Email and Event Notification Process

Evaluation Phase



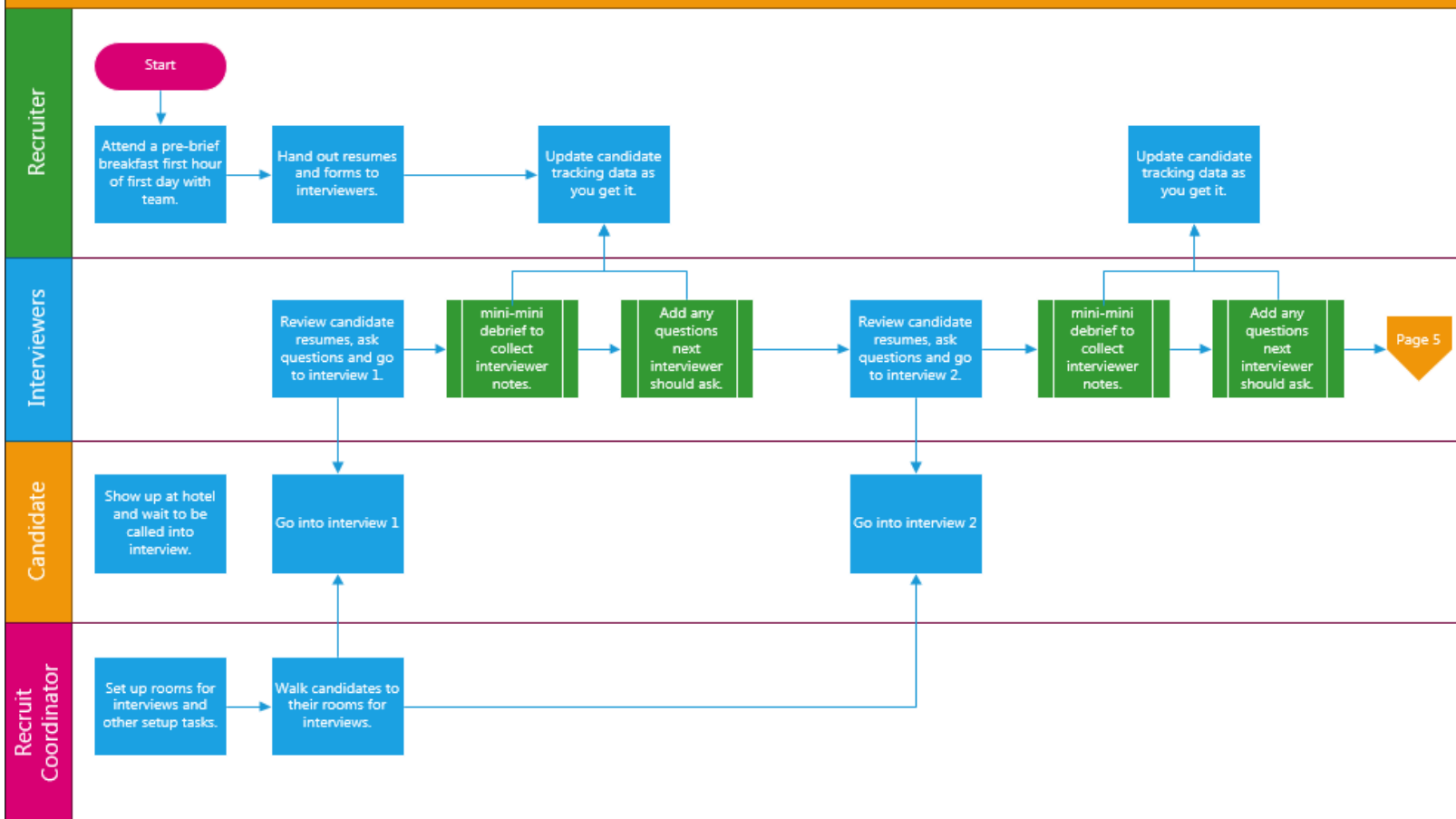
Email and Pre-Event Onsite Process

Pre-Event Onsite



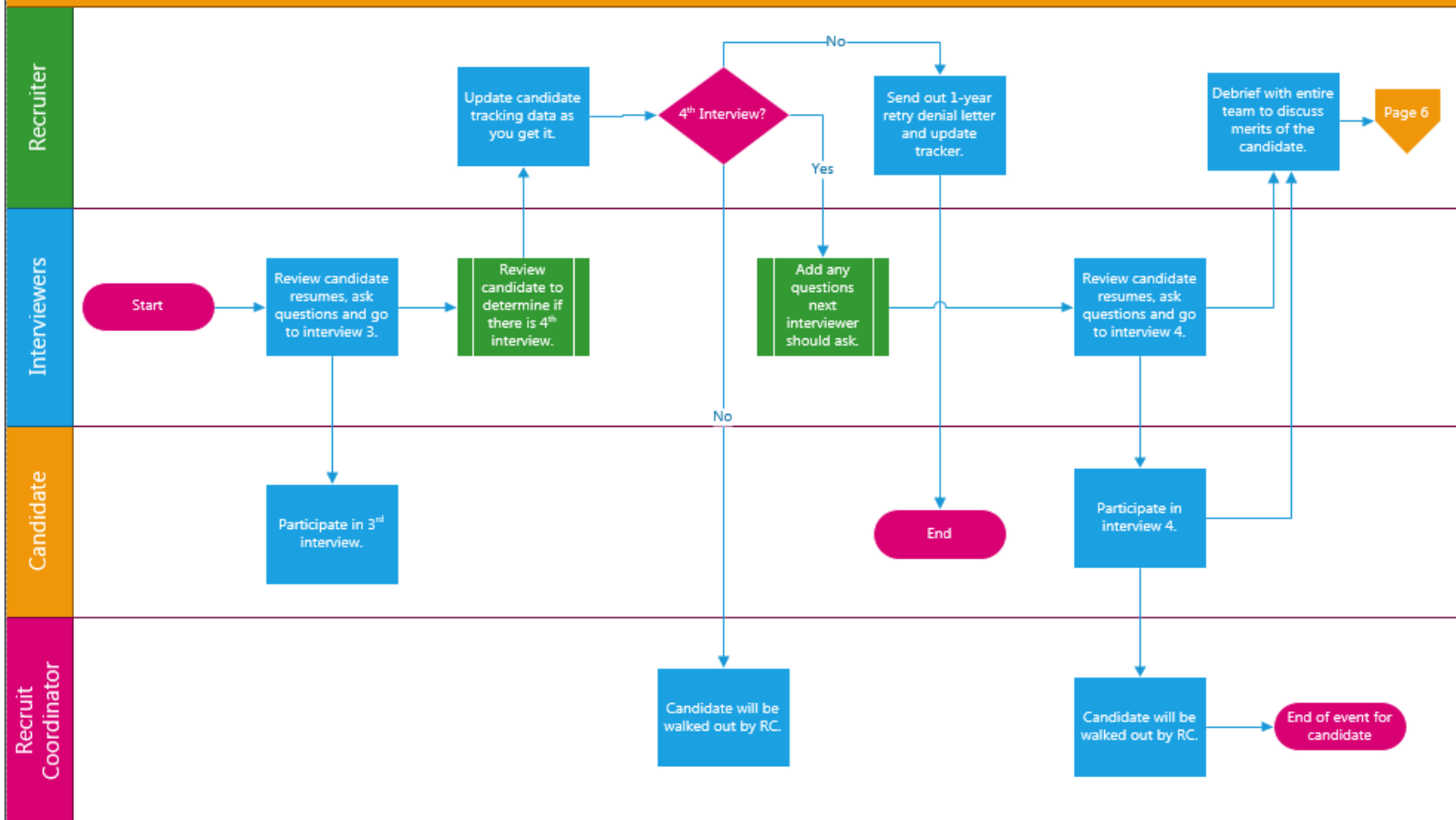
Email and Event Onsite Process

Event Onsite



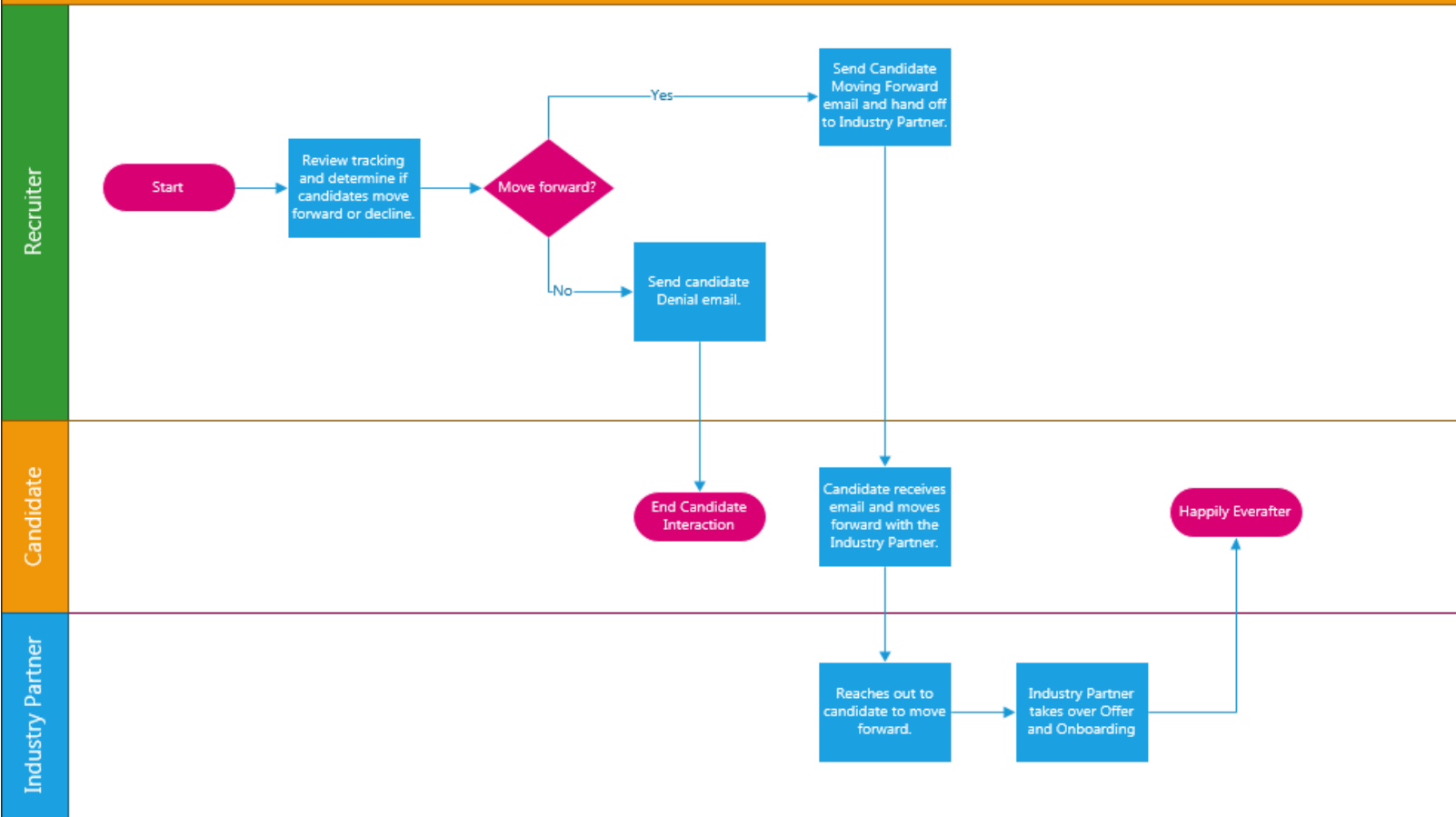
Email and Event Onsite Process

Event Onsite (contd)



Email Post Event Process

Post Event



Event Cycle Overview

We provide you with mastery in the tasks you'll be learning during the Recruiter Academy Program:



- Best practices for locating a large number of candidates that meet the general criteria for the requisition being sought. This is called **sourcing**.
- Tips and Tricks for reaching out to those candidates with a general email to solicit interest in the openings you have, using Outlook email. This is called **candidate engagement**.
- Best methods of **tracking** responses during each step in the process. Tracking and metrics are an important part of the process to tell us how well we're doing.
- Skillful tricks for **reviewing resumes** to assess the suitability of candidates against cheat sheets and the requisitions for the open positions.
- Methods for **sending** out assessments (links to the auto-assessment tool) to those candidates who are deemed suitable for continued follow up.
- Best ways to **pull and review reports** on the assessments that come back with either green or yellow status after the auto-review from the assessment tool.
- Proficiency in **scheduling Recruiter Screening Calls** and talking to candidates to further assess their suitability to Amazon's bar.
- Great techniques in **sending out forms**: intake, notifications.
- Gaining competency in **scheduling prep calls** prior to the event. Usually the Recruiter Coordinator performs this task but you may need to help.
- Gain exciting **Traveling** experience by going to support events either in the US or abroad.
- Become skillful at **performing pre-event tasks** to get ready for the event.
- Gaining experience as a **talent advisor** during the event to track candidates, review their decisions, and performing mini debriefs between interviews.
- **Facilitating debriefs** proficiently with interviewers to discuss candidates, participating in leveling conversations to assess the overall suitability of candidates and determine the final outcome of each candidate.
- Mastering **management of the post event experience** with your candidates, sending out congratulatory or rejection emails, attend draft meetings, and other post event duties.

- Become an **experienced tracker** of individual candidate statistics as well as event statistics.
- Powerfully leading **post-event reflection meetings**.
- **Repeating the cycle** continually as when you graduate the academy you'll be sourcing for multiple events and will be working with large amounts of emails, candidates, and tracking tasks.

Learning the Event Model Process

In addition to the courses that you'll be taking, prior to the first events scheduled for April, we will be doing a lot of the work right away. This is a hand-on program with tons of on-the-floor action consisting of the following actions:

- Contacting candidates who may want to submit their resume for consideration.
- Reviewing all the submitted resumes, reducing the number down to those we're interested in continuing the process with.
- Following up with them throughout the event cycle process and sending out denial emails to those we aren't interested in.
- Tracking status all the way along. Metrics are a hugely important part of this process and we want to track our work, the status of candidates, and our ultimate success in finding candidates that are offered positions at Amazon.

The tools, best practices, tracking, and processing that you learn in this program, will allow you to feel comfortable prospecting for candidates at any volume, and still allow you to provide them with an exceptional candidate experience. This program has a track record of producing extraordinary results.

Once you finish the first event cycle, you'll start again on the next event. The process is repeated for each event you need to support.

Recruiter Terminology

The following list is a description of the different terms we use depending on where our candidates are in the event recruitment process:

- **Leads** - those whom we have interest in working with but have not yet reached out to them. They remain in this status until we have deduped and validated them as a viable prospect (no negative feedback in a year etc.)
- **Prospects** - contacted
- **Interested** – Prior to review
- **Candidate** - we decide to send an assessment

- **Vetted** – once they've passed the Assessment.
- **Fully Vetted** – once they pass the recruiter phone screen.
- **Scheduled for Onsite** – Invited to the onsite and have accepted the invitation.
- **Inclined to Hire** – At the event, after the interviews and debrief, the candidate will be designated with this term and will move forward in the process
- **Offers** – When offered an actual job based on a real job requisition (not a talent pool req).
- **Declines** – If they declined our offer of employment