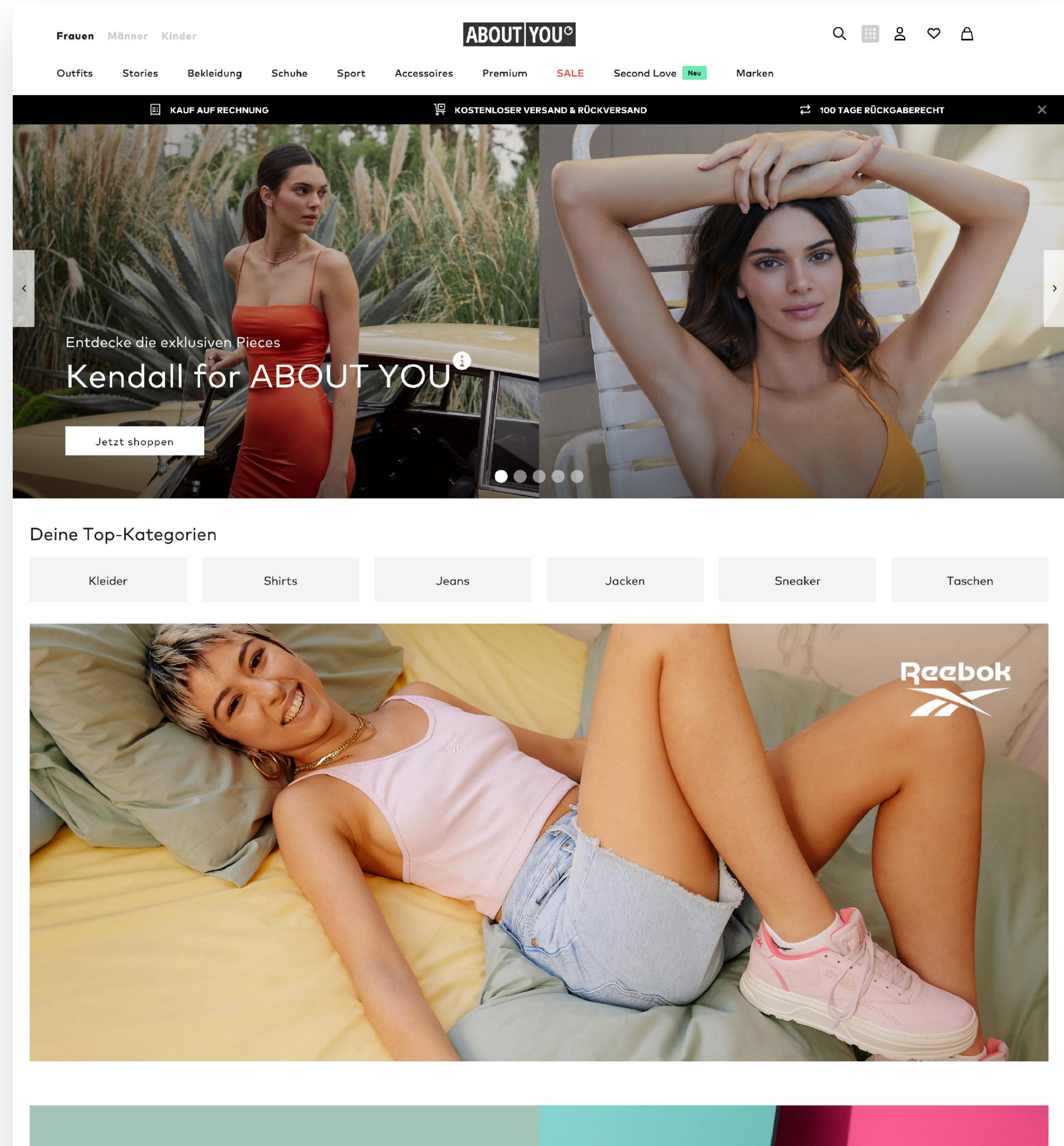


CASE STUDY

ABOUT YOU

on **talentspace**

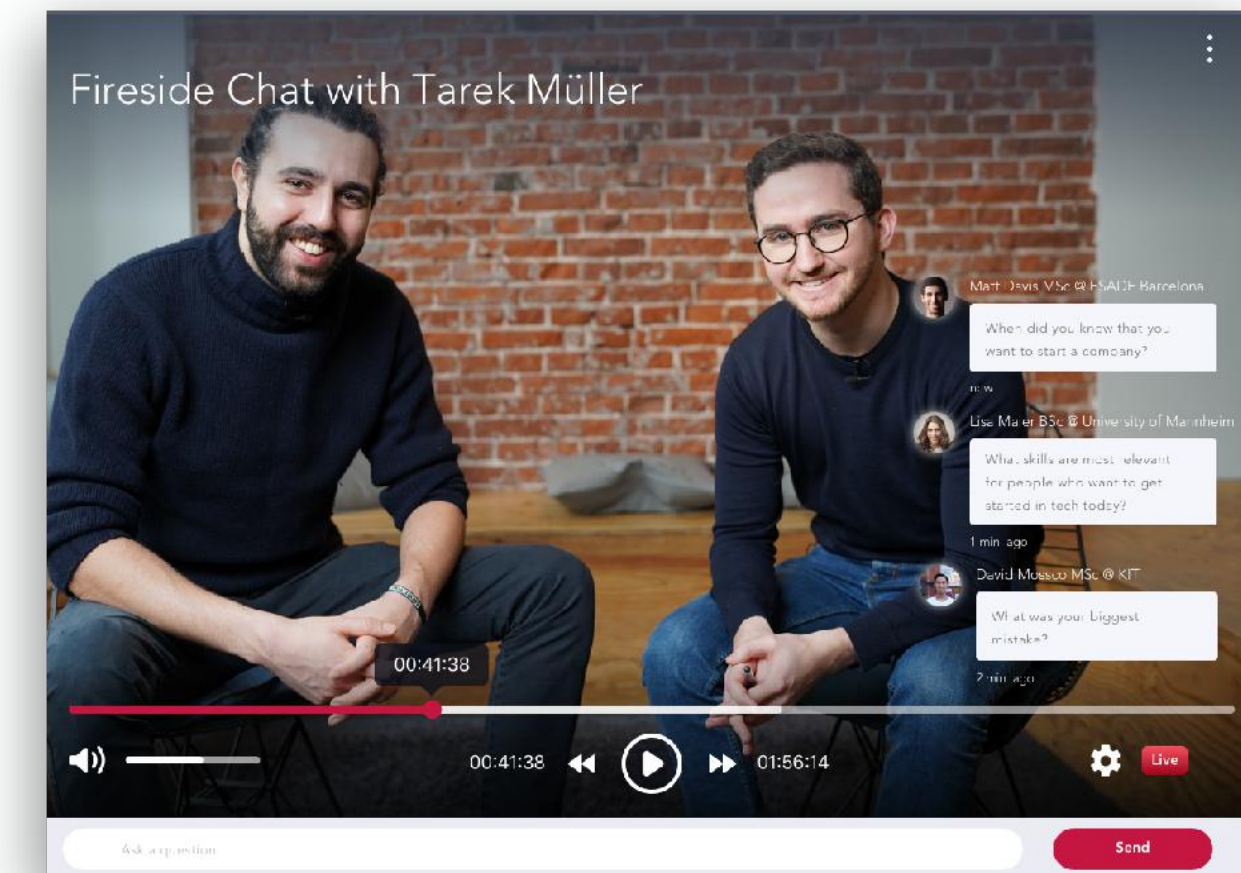
ABOUT YOU is one of the fastest growing e-commerce companies in Europe and became Hamburg's first unicorn in 2018. As a fashion and technology business, its goal is to digitize the classic shopping trip by offering an inspiring and customized shopping experience on the smartphone.



Digitized Active Sourcing

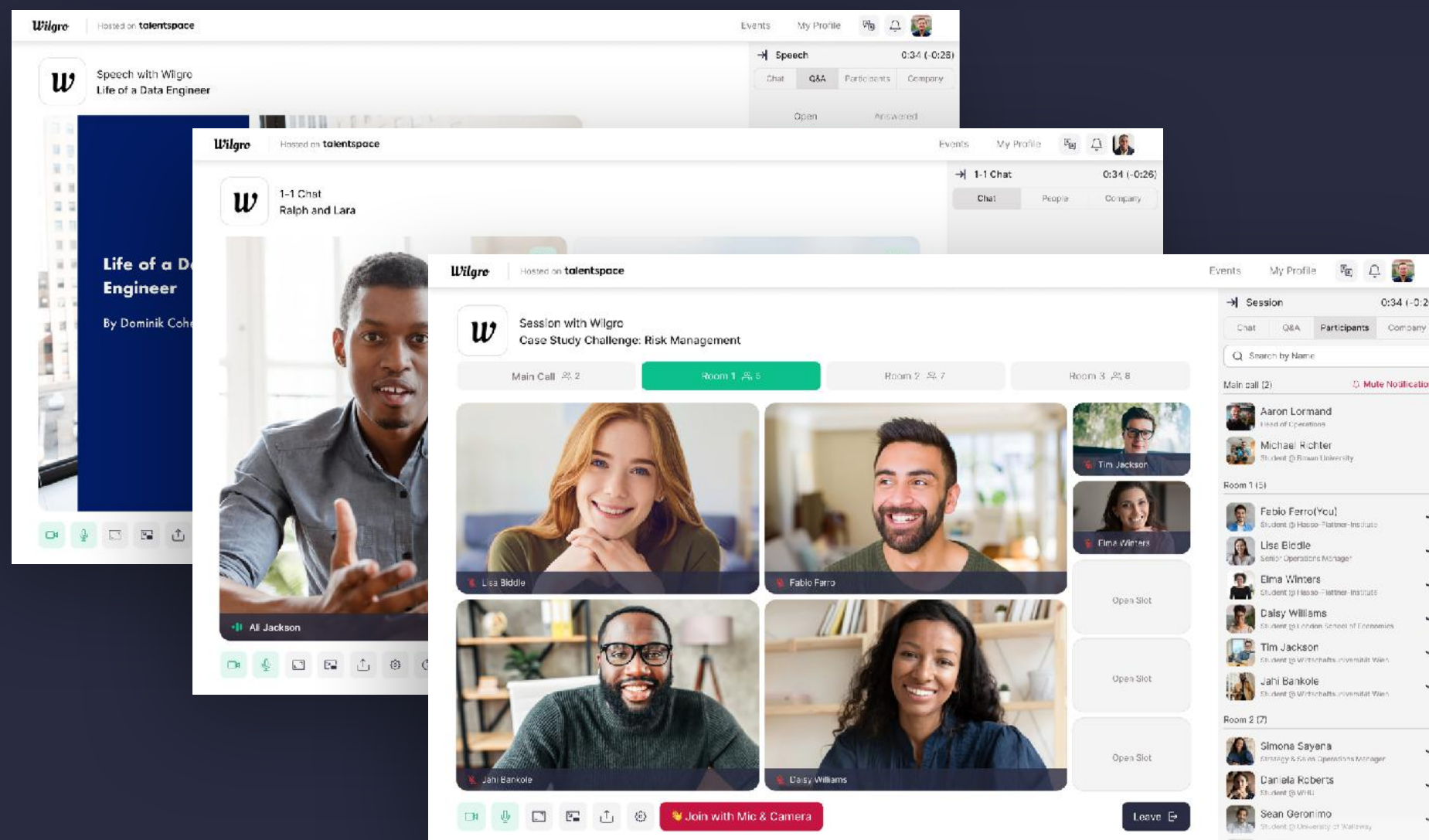
As a crucial part of its recruiting process, ABOUT YOU adopts “active sourcing” to get to know talent and inspire qualified candidates to join the company. Active sourcing is the active search for promising candidates before the need to fill a position. This involves establishing relationships with talent through recruiting events and job fairs, thereby increasing the likelihood of hiring high quality candidates quickly.

Because of the cancellation of many of the in-person activities and events due to COVID, ABOUT YOU quickly turned to digital solutions to actively source highly qualified talent, starting with its first in-house digital career event - the “Inside ABOUT YOU” event series.



Choosing Talentspace

In selecting the platform provider for the event, ABOUT YOU required a solution that would facilitate high levels of engagement among attendees and be flexible in terms of interaction formats to accommodate for various department needs. ABOUT YOU decided on a cooperation with Talentspace as it fulfilled these needs through its modular setup with different video formats. In addition, with its extensive experience as an organizer of career events, ABOUT YOU felt that Talentspace deeply understood the needs of companies and job seekers, which is evident from the numerous successful large scale recruiting events that were previously hosted on the platform.



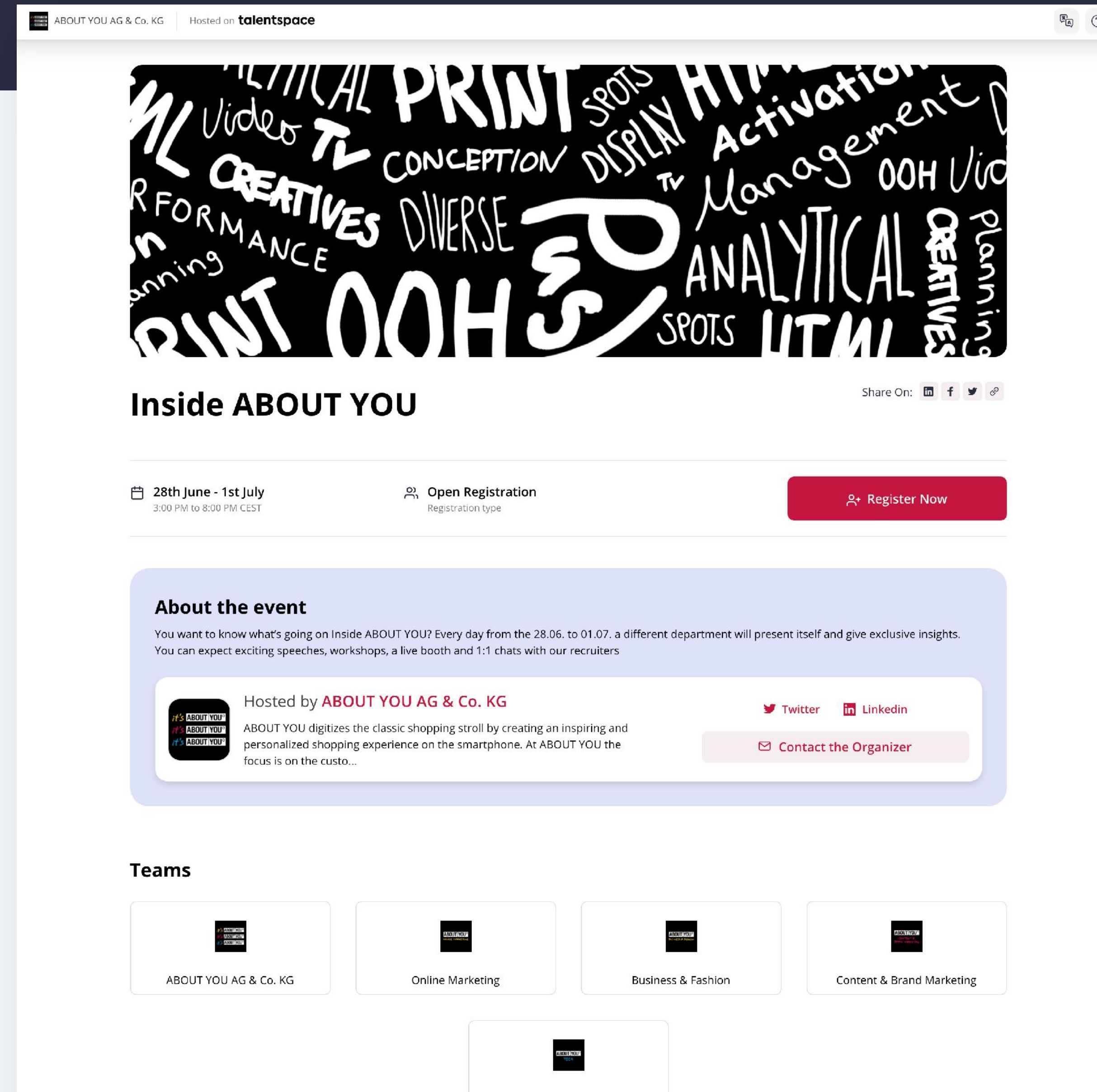
The Inside ABOUT YOU Event Series

A frictionless onboarding

The first step towards hosting the “Inside ABOUT YOU” event series was to get the organizer team up to speed on creating it in Talentspace. After only two onboarding calls and some consultation with their dedicated Customer Success Manager about the best way to structure and plan their event series, the ABOUT YOU team was confident and ready to set it up on the platform by themselves. The next step involved onboarding the attending teams from ABOUT YOU, which took the form of one dedicated training session conducted by Talentspace. The entire process was quick, with no major hiccups or issues, which is testament to the platform’s intuitiveness.

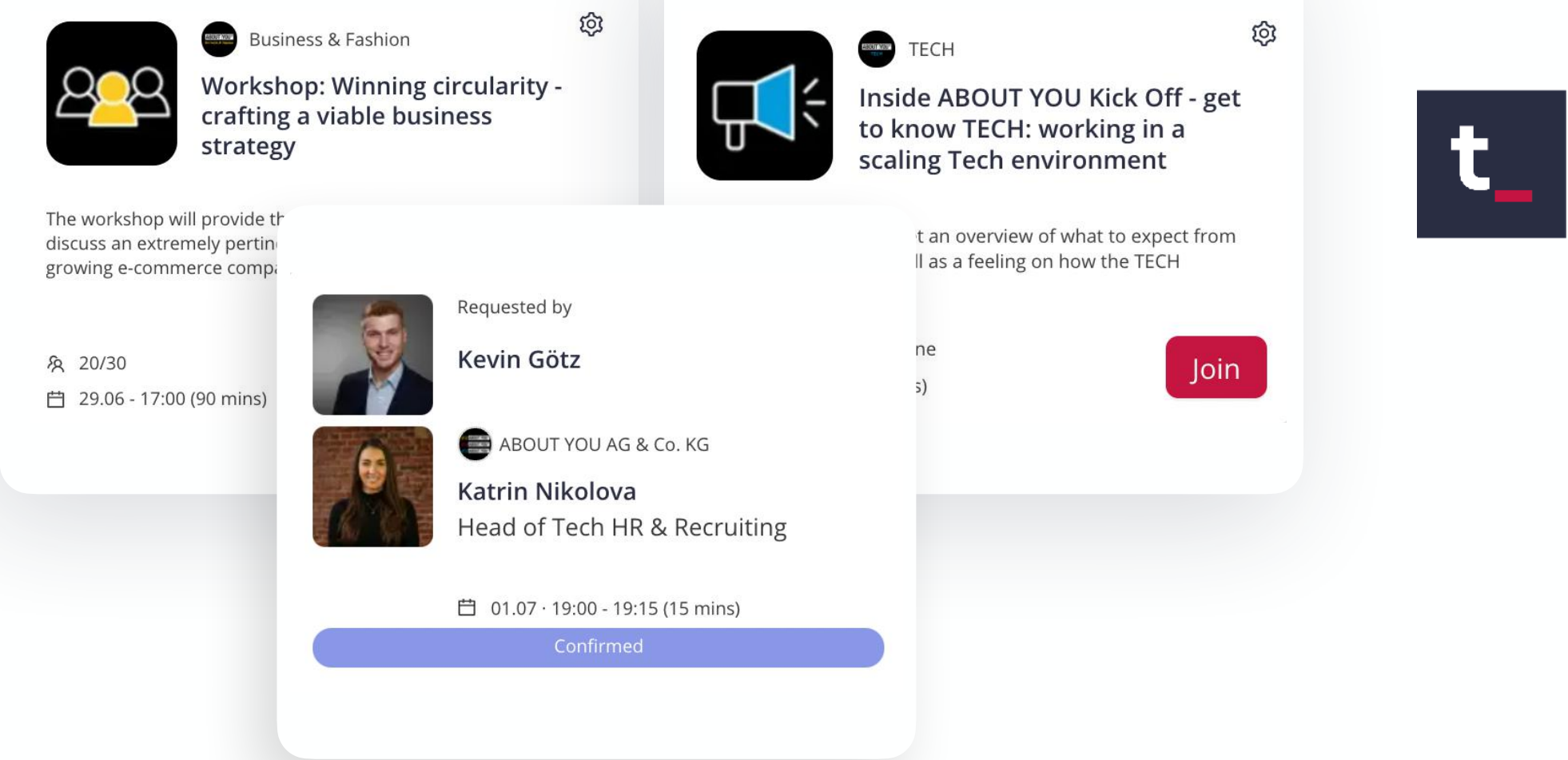
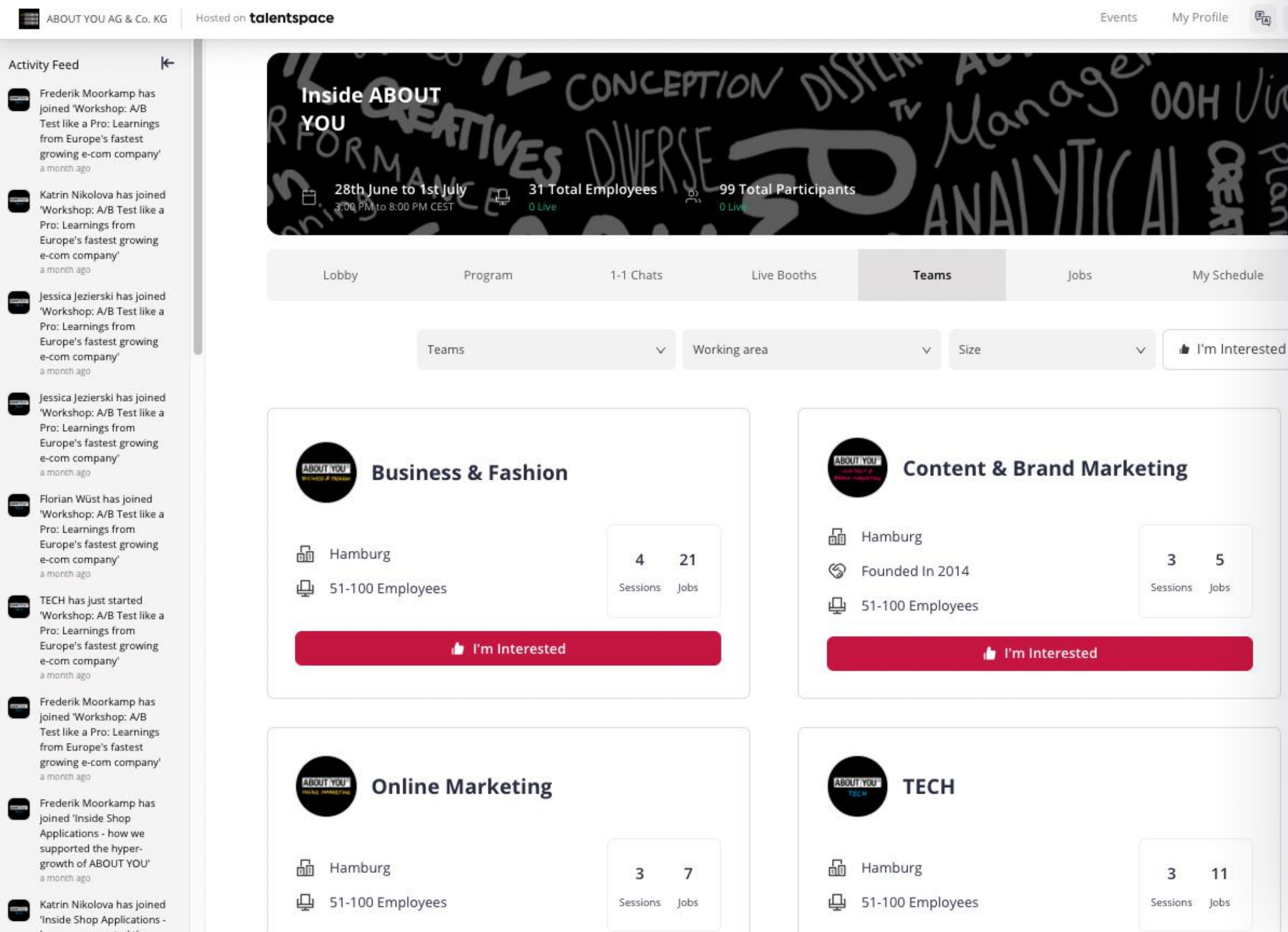
Varied approach in talent outreach

In terms of event marketing, ABOUT YOU reached out to their existing talent pool as well as new prospects. Their talent pool consisted of candidates that were in their recruiting process in the past, whom they could reach via email. The recruiting team also adopted online promotion for the event via ads on LinkedIn and Instagram.



Four days, four departments

The “Inside ABOUT YOU” event series was held over four consecutive days for interested students and young professionals to connect with company employees. Every day was reserved for one of the four participating departments: Online Marketing, Business & Fashion, Brand & Content Marketing and Tech, so that all program points on the same day held a consistent theme. In this way, candidates were able to easily participate in the fields that they were the most interested in.



Covering all types of interaction

Each day of the event kicked off with a welcome speech from the respective department to introduce the business unit as well as the event day schedule. This is then followed by a deep dive into specific teams and how they contribute to the success of ABOUT YOU. For instance, on the Brand and Content marketing day, the team presented the events and marketing methods they used to engage customers in 21 countries.

The final scheduled program point of the day is a hands-on workshop, enabled by the Talentspace’s interactive session format with fully controllable break out rooms. Participants were presented with current challenges faced by the business, on which they worked and discussed in small groups. One example involved coming up with an effective A/B testing strategy that can be implemented at ABOUT YOU.

In addition to these planned program points, participants could also drop in to live booths or schedule private 1-1 chats with employees from ABOUT YOU throughout the day. Each live booth was staffed with helpful team members who could provide greater insight regarding work culture and team projects.

The Outcome

A solid foundation for future active sourcing

The “Inside ABOUT YOU” event series was a resounding success. All 13 sessions went very smoothly and the event overall was a great hit for all of its participants. ABOUT YOU was able to use its first digital recruiting event to strengthen its employer brand and build valuable relationships. Some participants went on further in the hiring process through follow up interviews, and others were kept in the talent database, ready to be engaged with future events and activities.

Only a few days after the event, ABOUT YOU is already preparing for the next “Inside ABOUT YOU Trainee Day” where participants will get first-hand information from the company’s trainees about what it's like to learn from one of the most innovative e-commerce companies in Europe.

Because of the ease of organization and the ability to interact with large groups of talent at the same time, ABOUT YOU believes that digital talent engagement events will play an important role in its recruitment strategy going forward.



876

Participants

+6%

LinkedIn Follower

I think Talentspace can provide a great opportunity for external stakeholders to gain insights into your company. That’s also the reason why we came up with Inside ABOUT YOU - to share the company culture, insights, give an authentic presentation about what it’s like working at ABOUT YOU.

Julia Dreher

Brand & Content Marketing Recruiting

Interested in hosting with Talentspace?

Contact us!

Book a demo



www.talentspace.io



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