

IF YOU BUILD IT

30 YEARS OF FIELD OF DREAMS

SATURDAY, AUGUST 7 AT 12PM ET **FOX**

FOX SPORTS FILMS IN ASSOCIATION WITH MAJOR LEAGUE BASEBALL PRESENTS A TEXAS CREW PRODUCTION

"IF YOU BUILD IT" A FILM BY CHIP RIVES CINEMATOGRAPHY BY GREG KUBIK EDITED BY DAVE REHM

EXECUTIVE PRODUCERS BRAD BERNSTEIN CHARLIE DIXON DAVID KARABINAS BARRY NUGENT CHIP RIVES
ERIC SHANKS MARK SILVERMAN NICK TROTTA PRODUCED BY VIN D'ANTON WRITTEN & DIRECTED BY CHIP RIVES

FOX SPORTS
FILMS



TDCON2024





If you build it,
~~they~~ will come?
they



TALENT ATTRACTION IS:

- ▶ Essential
- ▶ Never sleeps
- ▶ Is Everyone's Job
- ▶ Virtual & Actual
- ▶ Not just an HR function



YOUR REPUTATION +
SOCIAL MEDIA +
ADVERTISING +
EMPLOYEES +
COMMUNITY
ENGAGEMENT +
CHARITABLE GIVING +
JOB POSTING =

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TALENT ACQUISITION FUNNEL



WHAT ARE YOU
DOING BEFORE
YOU POST AN
OPEN POSITION?

Career fairs/
networking
events

EMPLOYERS
74%

CANDIDATES
54%

Referral
programs

EMPLOYERS
85%

CANDIDATES
68%

Social
media

EMPLOYERS
75%

CANDIDATES
61%

EMPLOYERS
57%

Job
alerts

CANDIDATES
75%

EMPLOYERS
41%

Employer
rating
sites

CANDIDATES
51%

CANDIDATES' TOP 3 JOB SOURCES

92%

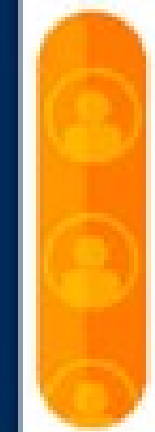
Online search

90%

Recruitment/
staffing firms

87%

Employer
websites





**RECRUIT FOR
DIVERSITY**



**WORK WITH
RECRUITING
PARTNERS**



**INVEST IN THE
RIGHT SOURCING
CHANNELS**



PARTNER W/NON PROFITS:

VOLUNTEER EXCHANGE
JOB OPPORTUNITIES
JOINT EVENTS
VENUE USAGE
SOCIAL MEDIA

...



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CANDIDATES

RESUME

INTERVIEW

JOB

Why a positive candidate experience matters



83%

of candidates say a negative interview experience can **change their**



60%

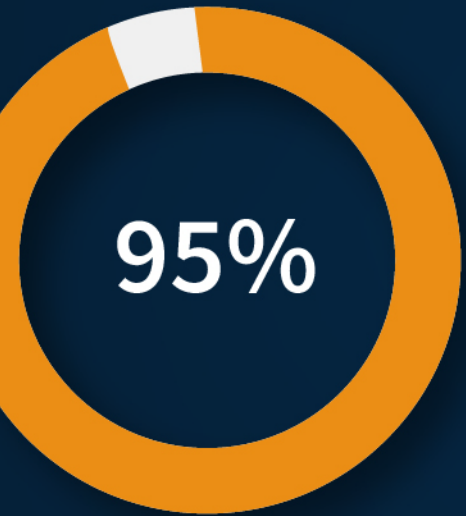
of job seekers **quit an application** in the middle of the hiring



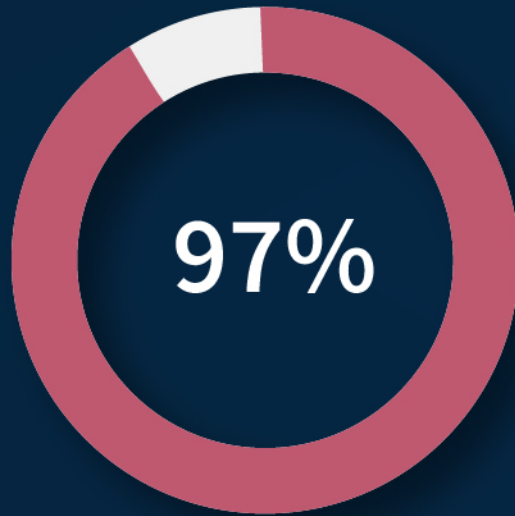
70%

of companies reported an **improvement in the quality of hires** after

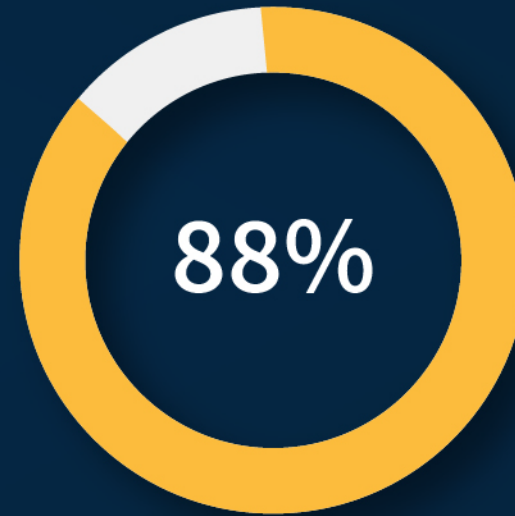
BENEFITS OF A POSITIVE CANDIDATE EXPERIENCE



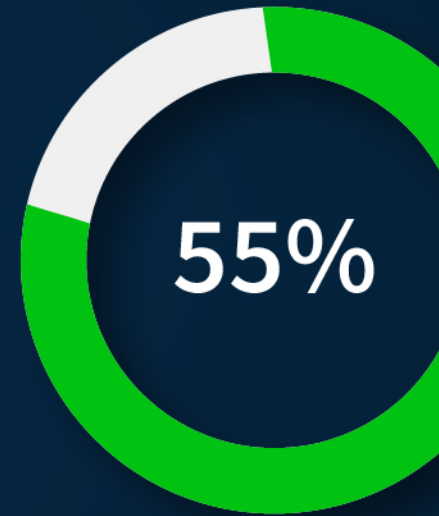
would apply to the company again



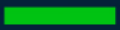
would refer others to apply to the company



would increase their purchase with the company



would share experience with social networks





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DISCUSSION



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