

SINGLE-EMPLOYER HIRING EVENT

OUTREACH + STRUCTURE BEST PRACTICES • NECA 2026



ADVANTAGE: Single-employer events capture 100% of all candidates exclusively for your company. Every person who walks through the door is yours to evaluate, interview, and hire — with no competition from other contractors at the table.

OUTREACH BEST PRACTICES

BEFORE THE EVENT: INTERNAL

- Tell every employee the hiring goal, exact number needed and why. Transparency drives referrals.
- Launch employee referral program: simple ask, clear bonus (if applicable). Text or email is enough.
- Ask 2–3 employees for a short testimonial quote to use on social media in the days before the event.
- Identify bilingual (Spanish-speaking) employees for markets where needed.

BEFORE THE EVENT: EXTERNAL

- Post job on IBEW local union board at least 4 weeks out (confirm with local).
- Issue a press release to local media — use the NECA sample template (contact Paul Flynn).
- Post on company website, social media (Facebook, LinkedIn, Instagram), and job boards (Indeed, etc.).
- Send email outreach to local workforce boards, trade schools, and community colleges.
- Post QR code at your job sites and in your facility. Test it on multiple devices before distributing.
- Geofencing: IBEW Digital Organizing can fence job sites and supply houses to target active electricians, contact your SOC.
- Pre-registration link captures candidates who can't attend but want to be contacted. Data doubles attendance in many cases.

BOOTH & BRANDING MATERIALS

- Contractor name and logo should be included on EVERYTHING. Candidates want to know who they're working for.
- Company banner, brochures, project photos, up-coming job locations, benefits info, and company history.
- Promotional merchandise (pens, hats, shirts) visible at the booth.
- Service trucks in the parking lot. Monitors or tablets showing project videos.
- Use former non-union employees as ambassadors, relatable experience for non-union candidates.

NECA SUPPORT

NECA Workforce Development and the IBEW Digital Organizing team can create flyers, QR codes, geofencing ads, and press release templates. Contact Paul Flynn or your NECA Field Rep.

STRUCTURE BEST PRACTICES

PREPARATION (4 WEEKS OUT)

- Define your exact hiring goal by experience level: 0–3 yrs, 3–5 yrs, 5–10 yrs, 10+ yrs.
- Clarify classification requirements with IBEW local (1,000-hr, 2,000-hr, 3,000-hr, 8,000-hr applicants).
- Confirm IBEW local contact. Request weekly check-ins. Agree on roles, referral process, and data sharing.
- **Best practice:** 1 IBEW rep on-site per 10 expected candidates. Push for electronic referrals.
- Choose venue. **Best practice:** close to job site so candidates can picture Day 1.
- Wednesday or Thursday recommended — allows IBEW blitz activity early in the week. Best event time: 3:00 PM – 7:00 PM. This catches candidates coming off day shifts. If the event is well attended, plan to stay late.
- Set up registration and candidate information QR code.

STAFFING

- Hiring manager or decision-maker present and authorized to make same-day offers.
- HR representative, foreman or superintendent, and bilingual rep if market requires.
- 1 hiring representative per 30 applicants expected. Plan for 150% of expected attendance.
- Be set up 15 minutes before start. Stay for the full duration.

DAY-OF: CANDIDATE FLOW

- CHECK-IN:** Candidate scans QR or signs in. Sign-in form captures: name, contact, years of experience, how they heard about the event. Sort into experience tier.
- EXPERIENCE SORT:** Route to correct interview queue by tier. Clear signage. Keep it moving.
- INTERVIEW:** Structured questions by tier. Evaluation card filled out during the interview, not after. Bilingual interviewer if needed.
- SS/IRS VERIFICATION:** Verify hours on-site. Use IRS tax records (bit.ly/irsrecords) or SS admin site (Paul Flynn's guidance packet). 1 station per 30–40 expected applicants.
- OFFER OR DECLINE:** Yes — conditional offer signed on-site, drug screen appointment scheduled, first day confirmed (date, time, address). No — collect contact info, thank the candidate.
- IBEW REFERRAL:** Written on-site by IBEW rep. Electronic strongly preferred. Confirm OSHA 10 (or other) status; schedule training if lacking.

ONBOARDING REQUIREMENTS TO COMMUNICATE ON THE DAY

Drug test • OSHA certification • Background check • Safety training • Start date • Union membership orientation • Referral process

POST-EVENT (WITHIN 24–72 HOURS)

- Contact all qualified candidates who were not hired on the day.
- Coordinate referrals with the local union. Schedule interviews or testing.
- Begin onboarding for those who accepted. Drug screen confirmed, first-day logistics sent.
- Internal debrief: attendance, applications, hires, areas for improvement.

ONBOARDING LESSON

Schedule drug screens and first-day details before candidates leave the event. Every step that can happen at the event should happen there.

SINGLE-EMPLOYER EVENT — QUICK REFERENCE CHECKLISTS

PRE-EVENT CHECKLIST

☐ Define hiring goal by craft and experience level	6+ wks
☐ Clarify applicant classifications with IBEW local	6 wks
☐ Contact IBEW local, copy NECA Chapter on all comms	6 wks
☐ Request weekly IBEW check-in meetings starting 4 weeks out	4 wks
☐ Confirm open IBEW calls are available before setting event date	4 wks
☐ Book venue (Wednesday or Thursday; near job site)	5–6 wks
☐ Post job on IBEW local union board	4 wks
☐ Determine bilingual support needs for your market	5 wks
☐ Set up QR code and pre-registration form. Test on all devices.	4 wks
☐ Issue press release to local media (use NECA template)	3–4 wks
☐ Post on company website, social media, and job boards	3–4 wks
☐ Prepare English and Spanish applications if bilingual market	3 wks
☐ Brief employees, share QR code, activate referral program	3 wks
☐ Prepare offer letter templates by experience level	2 wks
☐ Confirm drug screen provider (address, hours, requirements)	2 wks
☐ Set up IRS/SS verification stations (1 per 30–40 applicants)	1 wk
☐ Prepare evaluation check cards (1 per expected candidate)	1 wk
☐ Confirm IBEW rep staffing ratio: 1 per 10 expected candidates	1 wk
☐ Prepare safety orientation summary and OSHA 10 (or other) info	1 wk
☐ Heavy social push + employee testimonials	5 days
☐ Send email to workforce boards, trade schools	5 days
☐ Set up all stations. Brief all staff on roles.	Morning of
☐ Be fully set up 15 minutes before start time	Morning of

DAY-OF CHECKLIST

☐ Table, banner, signage, and QR codes visible and in place
☐ Applications available (paper and digital)
☐ Promotional materials organized at booth
☐ Clear parking and entry signage directing candidates to check-in
☐ Interview questions and evaluation cards ready for each interviewer
☐ IRS/SS verification stations powered on and tested
☐ IBEW rep(s) confirmed on-site and positioned at referral station
☐ Conditional offer letter templates printed and ready to sign
☐ Drug screen provider address and appointment info ready to give
☐ Onboarding schedule ready (first day date, time, job site address)
☐ OSHA 10 (or other) enrollment info available to hand to candidates
☐ Bilingual staff confirmed and briefed on their role
☐ All staff arrive 15 minutes early. Engaged and out from behind tables.

POST-EVENT CHECKLIST

☐ Contact all offered candidates within 24 hrs, confirm drug screen and first day
☐ Chase any missed drug screen appointments within 48 hrs, offer one reschedule
☐ Coordinate referrals with IBEW local within 48 hrs
☐ Contact qualified candidates not hired on the day within 24–72 hrs
☐ Enter all new hires into HR system — begin formal onboarding paperwork
☐ Submit event data to NECA Field Rep (attendance, applications, hires)
☐ Internal debrief: what worked, what didn't, what to change next time
☐ Post-event social: "We hired [X] people today", drives your next event