



# TEAMPlaybook

**Turning Industry Events into ROI  
Machines**



TEAM x RecExpo

# Introduction

## The Event Loop Strategy

Recruitment is an industry built on people, yet so many recruiters have stopped showing up in the places where people gather.

In a world obsessed with automation, LinkedIn hacks, and AI sourcing, one of the last bastions of genuine human connection is the **industry event**.

Whether it's a sector expo, a Chamber of Commerce breakfast, or a BNI meeting — events bring together the very people you want to influence: **candidates, clients, connectors, and collaborators**.

The problem? Most recruiters treat events as a “nice-to-have,” with no strategy. They show up, wander around, chat to a few people, collect business cards, and leave. The follow-up rarely happens. ROI is lost.

That's where the **Event Loop Strategy** comes in. It's a framework to make events a **consistent revenue engine**, not just a day out of the office.





# Chapter 1

## The Case for Events in the AI Era

### Recruitment has changed:

- Everyone has the same sourcing tools.
- Everyone has access to job boards and LinkedIn.
- Everyone can automate outreach.

What no one can automate? **Human trust, presence, and energy.**

### Why Events Matter

- The UK hosts **7,000+ trade shows, expos, and major conferences every year.**
- Add to that thousands of local meetups, networking groups, BNI chapters, roundtables, and sector dinners.
- These events are your market in one room.

### AI vs Human

Automation can:

- Source candidates.
- Book calls.
- Send nurture emails.

But humans can:

- Look someone in the eye.
- Pick up emotional cues.
- Build credibility by simply showing up consistently.
- Create serendipity that AI cannot replicate.



## The Case for Events in the AI Era

**Industry events are where human advantage compounds.**

### The ROI Argument

- Avg perm fee = £6,000.
- Land just 1 client from an event, and the ROI is massive.
- But most recruiters only look at immediate wins.
- The best recruiters see events as compounding assets:
- Attend once = stranger.
- Attend 3 times = familiar face.
- Attend 5+ times = trusted insider.

### Exercise:

1. List 3 events your candidates/clients go to.
2. Write the one relationship that would transform your pipeline if you landed it.







## Chapter 2

### The Event Loop Framework

The Event Loop has four phases.

1. Before - Choose the right events, research, pre-engage.
2. During - Show up with intent, find the right conversations, capture info.
3. After - Follow-up with structure, add value, categorise leads.
4. Ongoing - Turn events into a compounding brand-building machine.

It's a loop, not a one-off. The power is in repetition.



# Chapter 3

## Before the Event – Prep & Hitlist

Most recruiters turn up cold. The best recruiters prep like they're going into a client pitch.

### Choosing the Right Events

- Align with your market: candidate-led, client-led, or both.
- Use AI to find niche events (e.g. “What conferences are happening in fintech recruitment London 2025?”).
- Ask clients and candidates which events they value.
- Don't ignore free meetups or virtual events — ROI is often higher.
- Track competitor attendance — then go smarter.

### Pre-Event Planning

- Set clear goals: Leads? Connections? Intel?
- Build a prospecting list of attendees.
- Outreach before: comment on posts, send soft DMs (“Looking forward to seeing you at X”).
- Book coffees before you arrive.
- Have a sharp intro: “Here's what I do, here's who I help.”



# Chapter 3

## Before the Event – Prep & Hitlist

### Template – Event Hitlist

1. Event
2. Type
3. Date
4. Who's Going
5. Goals
6. Pre-Event Outreach Done







## Chapter 4:

### During the Event – Position & Execute

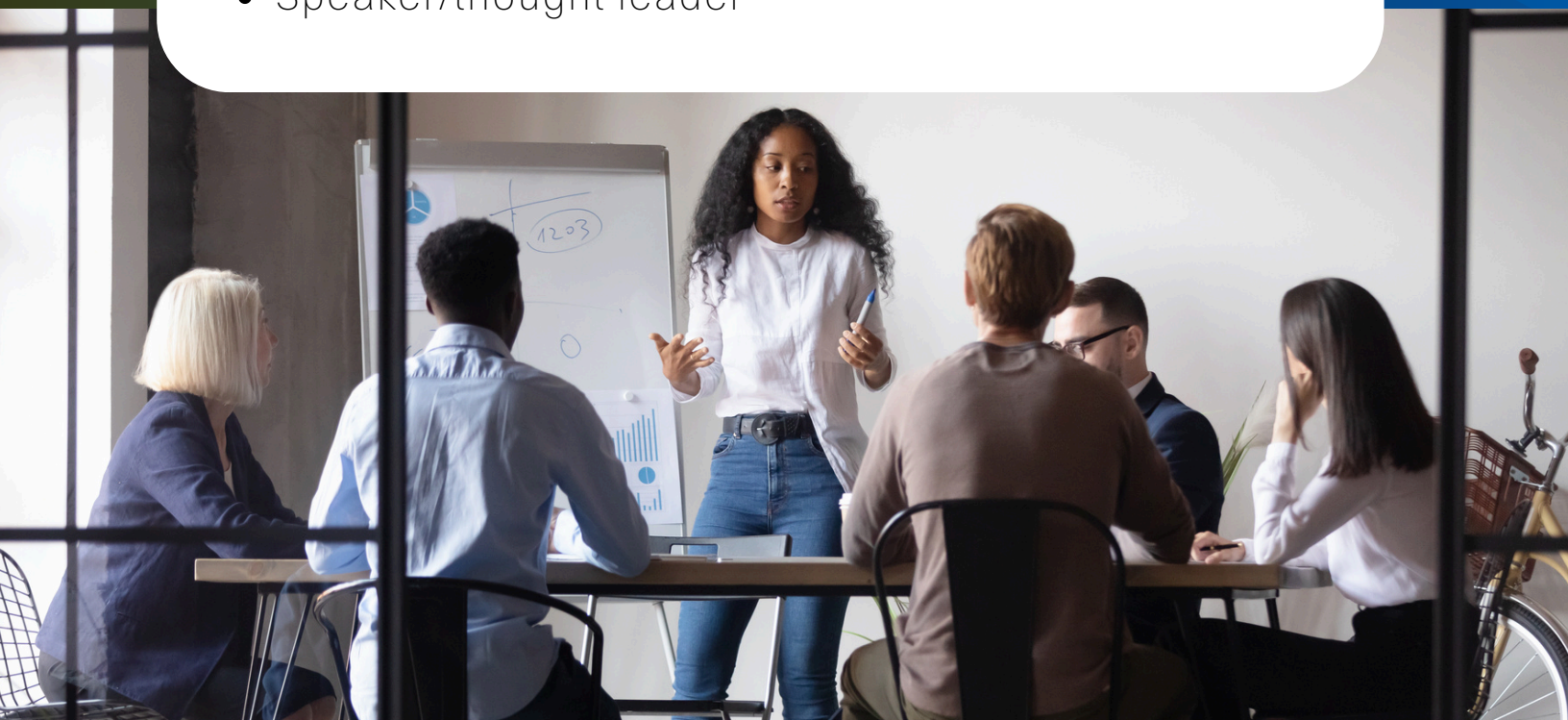
Walking in without a plan is where most recruiters lose.

#### **Body Language & Confidence**

- Walk in like it's your room — head up, smile, scan.
- Open stance, no arms folded.
- Tone: warm, curious, interested.

#### **Conversation Hacks**

- Use the coffee & corner strategy: stand near natural gathering points.
- Categorise convos as:
  - Candidate
  - Client
  - Connector
  - Speaker/thought leader





## During the Event Position & Execute

### Note Taking

- Jot quick tags: “Pink socks guy – Fintech COO.”
- Or use voice memos in breaks.

### Content on the Day

- Take photos, capture quotes, write “live learnings.”
- Post to socials with tags — be visible in real time.

Try This:

At your next event, aim to leave with:

- 3 client convos.
- 2 candidate convos.
- 1 connector.





## Chapter 5

### After the Event – Follow-Up That Converts

The event isn't over when you leave. That's when the money's made.

**Golden Rule: Follow-Up in 24-48 Hours**

Speed = trust.

#### Follow-Up Tools

- WhatsApp voice notes.
- Short videos (Odro/loom).
- LinkedIn DM with a value-add (article, job, insight).

#### Categorise Contacts

- Hot lead = immediate meeting.
- Warm nurture = keep engaged.
- Strategic = long-term collaborator.





## After the Event – Follow-Up That Converts

### CRM Discipline

- Add tags: “RecExpo\_2025.”
- Set 1, 2, 4-week re-engage reminders.

### Template – 30 Day Follow-Up Flow

- Day 1: Thank-you + reference convo.
- Day 7: Share article/resource.
- Day 14: Book meeting.
- Day 30: Check-in with a question.



## Chapter 6

### Typical Agency Pain Points (By Size)

Most recruiters stop. The best keep the wheel spinning.

#### **Personal Brand Flywheel**

- Share learnings after events (posts, blogs, videos).
- Tag people you met.
- Repurpose talks into articles, podcasts, short clips.

#### **Consistency Rule**

- 1 event = stranger.
- 3 events = familiar.
- 5 events = authority.

Events are not a one-off tactic. They're a long-term brand and BD flywheel.



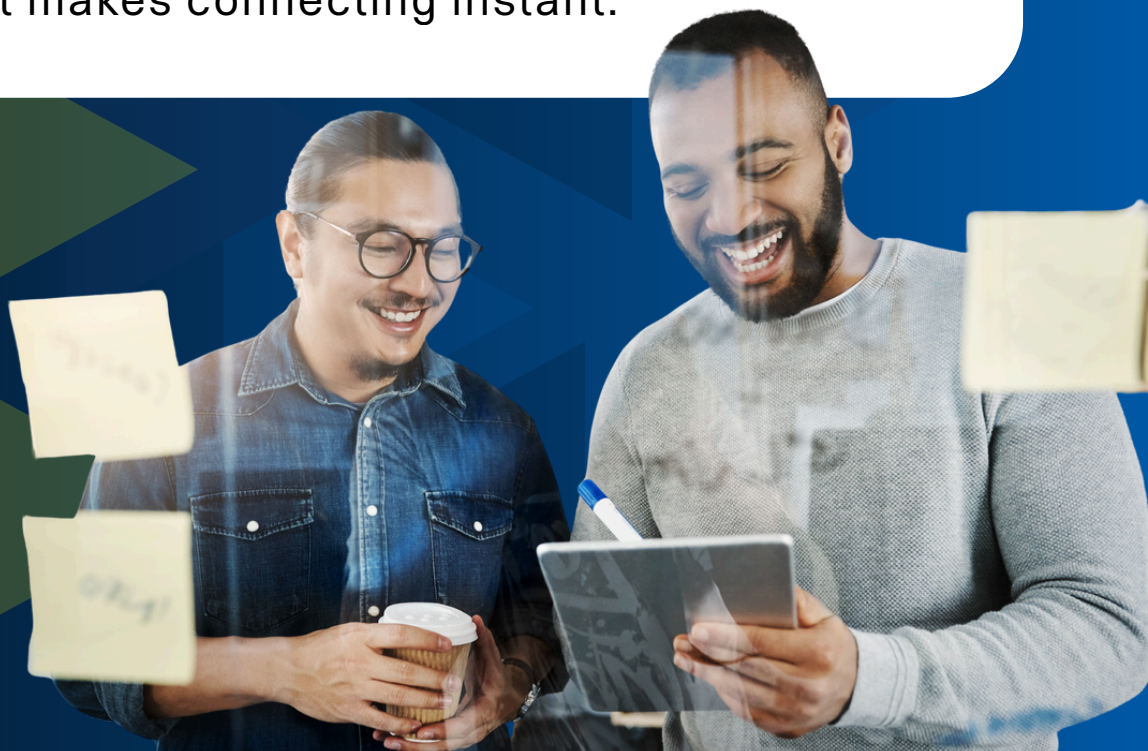
# Chapter 7

## Tech & AI Hacks

Use AI as your **second brain**:

- Find upcoming events in your niche.
- Scrape speakers & attendees lists (from websites, apps, hashtags).
- Create a ChatGPT “Event Project” – load notes, photos, leads.
- Draft outreach cadences in advance.
- Summarise talks & repurpose into blogs, social posts, or client updates.
- Use AI note-takers in sessions (with permission).

**Pro Tip:** Save your LinkedIn QR code as your phone screensaver. It makes connecting instant.





# Chapter 8

## Tech & AI Hacks

- **Laura Davies (Marshall Harmony):** Exhibits with impact. Coffee stand, branded cups, home-office vibe. Creates warmth and thought leadership through speaking.
- **Emma Homann:** Defence recruiter who set up a 7am Run Club at DSEI. 75 people ran with her. Genius way to meet contacts in a different context.
- **Joanne Finnerty:** 13 years in BNI. Turned £2,000 membership into £200k ROI. Built business by showing up every week, giving first, and using structured asks.
- **Saeed Bor:** Master of intel-led networking. Skips crowded stands, hunts for under-the-radar startups and new tools. Captures niche insight others miss.





## Chapter 9

### Worksheets & Templates

#### Event Hitlist

| Event | Type | Date | Target Clients | Goals | Pre-Engaged?

#### Meeting Notes Tracker

| Name | Role | Category (C/Cand/Conn) | Notes | Follow-Up Plan

#### Swipe Files

- **Pre-event outreach:**
- “Hi [Name], saw you’re attending [Event]. I’ll be there too — would love to grab 5 minutes over coffee.”

#### Follow-up:

- “Hi [Name], great to meet you at [Event]. I really liked your point about [X]. Here’s something I thought you’d value...”

#### Nurture:

- “Spotted this article and it reminded me of our chat at [Event]. Hope all’s well — let’s catch up soon.”



# Chapter 10:

## Wrap-Up & Next Steps

The Event Loop Strategy is simple:  
**Plan → Show Up → Follow Up → Stay Visible.**

### Your action plan:

1. Pick your next 3 events.
2. Build a pre-engagement checklist.
3. Follow-up within 48 hours.
4. Share one learning publicly after each event.

Because events aren't just days out of the office.  
They're the most under-used revenue engine in recruitment.



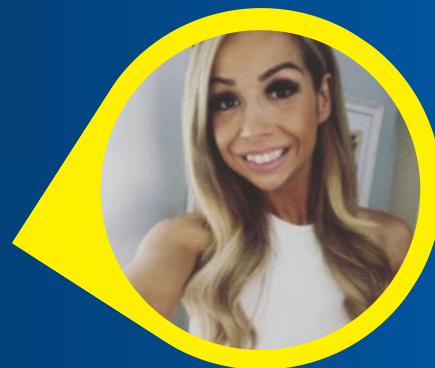


# TEAM HQ

## Contacts

**Andy Dunne: MD (Strategy & partnerships)**

Joined in 2023 after seven years as a member running his own solo recruitment business. With firsthand agency experience, he focuses on innovation, service, and collaboration to ensure members have the tools and support to succeed in a changing market.

**Lauren Marsden - Head of Sales**

First point of contact for new members. Helps recruitment founders - whether solo or scaling - cut costs, grow faster, and connect with 500+ like-minded business owners. Also helps members connect with peers in a trusted network & community.

**Cindy Hare - Member Success Exec (onboarding & events)**

With over 26 years in recruitment, including senior leadership roles and running her own agency, she brings a wealth of experience to support and grow our network. Helps new members share over £6M in jobs each year, save thousands on job boards and access legal support