



Financial consulting

Est. 1987

Headquarters

Cleveland, OH

Employees

5,000+

Early talent hires per year

500



CBIZ simplifies recruiting processes and boosts candidate engagement with Event Manager



3X

increase in event
RSVPs year over year



4X

increase in candidates
reached year over year



178%

increase in sourced
applications

With 100+ offices across the country, CBIZ is one of the top providers of accounting, tax, and advisory services in the US. Their team uses Handshake's Event Manager to streamline their tools and processes, expand reach through virtual events, and create memorable candidate experiences.



With Event Manager, we've successfully increased brand awareness and grown our application volume nationwide—all while saving our team time and resources.

Katie Carrothers

National Campus Recruiting
Senior Manager

Goals

With limited brand recognition, CBIZ struggled to source qualified candidates for their priority accounting jobs and internships.

To effectively engage with students from a range of schools and backgrounds beyond their office locations, CBIZ needed to rethink their virtual presence and take a more proactive, customized approach.

1. Save time and in-person resources

Between high overhead costs and a lean team budget, CBIZ found it challenging to effectively recruit from in-person events and career fairs across all of their office locations.

2. Strengthen qualified pipeline

CBIZ needed to improve their candidate quality, but struggled to source and engage with qualified candidates in a personalized, yet scalable way.

3. Reduce administrative burden

With a range of recruiting tools and systems in place, CBIZ wanted to simplify their recruiting tech stack and internal processes, especially when moving candidates through the hiring funnel—from meeting with candidates at virtual events to scheduling interviews.

Solutions

With Handshake's Event Manager, CBIZ successfully adapted to a virtual environment to further personalize their candidate experience at scale. Event Manager is a Handshake Premium offering that lets employers source candidates for, schedule, host, and follow up on recruiting events—both in person and online.

Expanding reach through virtual events

To reach more students nationwide while saving time and resources, CBIZ hosts curated, virtual events for specific regions. Most recently, they hosted a virtual event titled, “Why Midsize is the Best Size for Public Accounting,” where they led a panel discussion with hiring managers for their associate positions. By carefully curating their audience segment and personalizing invitation language, CBIZ experienced a whopping 218% increase in RSVPs.

Creating an authentic candidate experience

To create an informal space to answer questions and learn about roles firsthand, CBIZ uses Event Manager to host 15-minute 1-on-1 video chats between students and CBIZ Associates, leading to a more engaged and prepared applicant pool. Now, candidates can reach out to Associates directly to learn about their experiences—and no longer need to rely on the CBIZ recruiting team to serve as an intermediary.

Streamlining recruiting processes on Handshake

Beyond virtual event promotion, CBIZ now organizes their team's availability on Handshake and even meets with students on the platform—from informal candidate conversation to interviews. Rather than relying on a combination of video conferencing platforms, team calendars, and email, they can use Handshake as their one-stop shop for all of their recruiting needs.

Conclusion

With the help of Handshake's Event Manager, CBIZ improves both applicant quality and candidate experience through a personalized, virtual-first strategy.



Before Event Manager, we were manually scheduling interviews, sending calendar invitations, and setting up virtual meeting links. It was incredibly time consuming. Now, recruiters and interviewers can send out their availability and manage that process on their own.

Katie Carrothers

National Campus Recruiting Senior Manager

Reach out to learn how to build a proactive recruiting strategy.

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