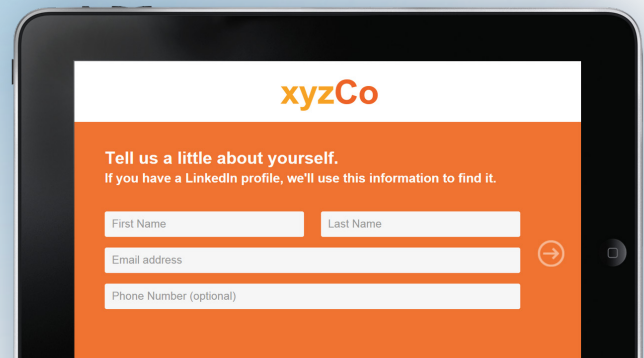


LinkedIn CheckIn

Never Miss an Event Lead Again



Instantly capture leads at events and manage them in LinkedIn Recruiter, so you never miss a lead again

Capture leads instantly at events

No more spreadsheet or paper sign-in. CheckIn allows you to instantly capture who you meet at recruiting events, using any mobile device (tablet, laptop, smartphone). The streamlined 3-step process ensures that you collect a candidate's name, email address, and areas of interest - it's quick and simple so your lines keep moving.

Access leads' dynamic profiles in real-time

Leads are instantly added to your Recruiter account and automatically connected to their LinkedIn profiles, so you get valuable information - including career history, education, shared connections, and recommendations. If registrants do not have a LinkedIn profile, CheckIn will create a profile record on your Recruiter dashboard. Information stays current as individuals update their profiles over time. Such data arms you with the right insights to evaluate and connect with leads in a meaningful way.

Manage your leads in Recruiter

CheckIn is built right into Recruiter, so it's a natural extension of the recruiting activities your team already performs on LinkedIn. Add notes and attach documents like work samples or a full resume so all of the candidate information is in one place. Search easily with premium refinement filters like field of study, graduation date, function, and find the leads with the qualifications you're looking for. Set reminders to follow up with those qualified leads and use Project Folders to share their profiles with your team.

Deliver a custom experience

Brand the CheckIn form with your company logo, colors and messaging. Send a customized message to all event attendees with information about your organization so they can easily follow up.

Contact leads immediately

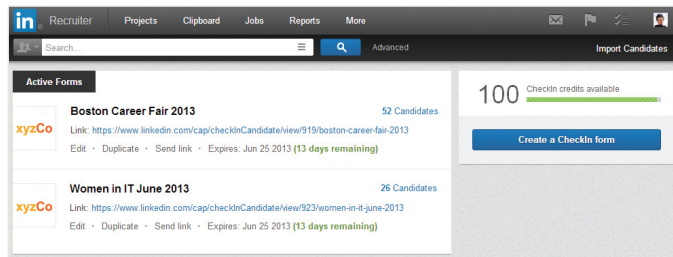
Stay connected and top-of-mind via a customizable automatic email sent to all leads. Send InMails® or e-mails to qualified leads after your event. All leads will automatically follow your LinkedIn Company Page, so you can send them status updates any time.

Track results over time

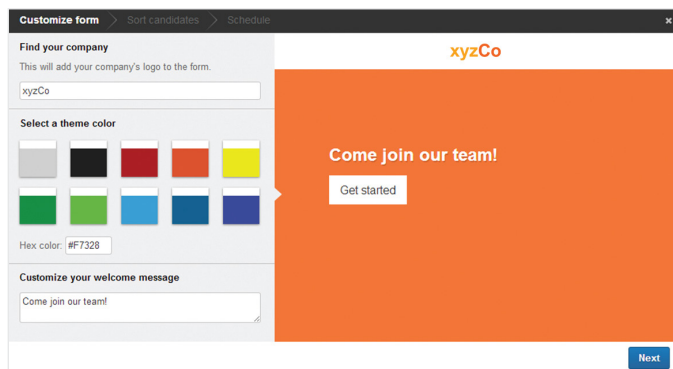
Access to up-to-date LinkedIn profiles lets you follow your event leads' careers over time, and get insights into how your organization is performing at events vis-à-vis your peers.

What You Get with CheckIn in Recruiter

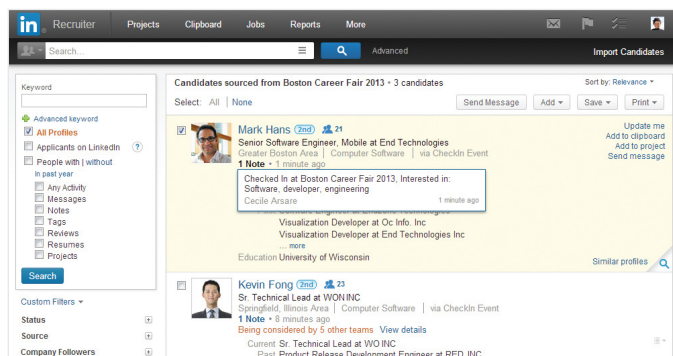
- Capture event leads using any mobile device
- Customize CheckIn forms with your logo, color and message
- Connect lead name and email to LinkedIn profile
- Send an automatic follow-up email to all event leads
- Contact leads faster with 1 to many InMail® or emails
- Manage leads with project folders, share with your team
- Leads automatically follow your LinkedIn Company Page
- Use tags and notes to highlight key skills or experiences
- Track results and follow lead's career progression over time



Create & Manage CheckIn event forms in Recruiter



Customize CheckIn form



Manage CheckIn leads in Recruiter

“Today’s college students are social, collaborative and networked twenty-four-seven. Their perceptions of potential employers are heavily influenced by the tone, approach and responsiveness of the recruiters. CheckIn lets us interact with students on their terms. We can easily collect their professional information and instantaneously send them a customized email with links to our websites, career portal and cool videos showcasing our culture and products. CheckIn also helps us calculate our ROI on events – and wouldn’t every University Recruiting Program Manager like to quote that number at budget time?”



Maureen Buehler

Senior Manager of Global University Programs
Autodesk

Here’s how it works:

1. Customize your CheckIn form in Recruiter, with your company logo, color, and message
2. Access CheckIn form on any mobile device (tablet, laptop, smartphone)
3. CheckIn matches lead name & email to LinkedIn profile
4. Leads are placed into your project in real-time, so you and your team can qualify and message immediately

talent.linkedin.com | sales@linkedin.com

Please contact your sales manager or account manager for more information.