

## Event Monitoring Worksheet for Recruiters and Sourcers

Timing outreach to potential candidates after certain events can increase their interest in your job opportunities by more than 10%. Use this worksheet to help monitor business and industry news for such events and plan your subsequent outreach activities.

**How to Use This Worksheet:** Use the “My Organizations to Monitor” section to list your private and public sector talent competitors, and the “Event Monitoring” sections to record news sources which provide pertinent information to your agency and competitors. When an event is identified which may affect potential candidates’ interest in your agency, record it in the “My Outreach Plan” grid, and execute your outreach strategy.

### My Organizations to Monitor

Monitor organizations that produce candidates with relevant skill sets who are willing to work in your locality.

Industry Competitors	Local Competitors	Other Organizations Where I Maintain Leads

### Event Monitoring Sources

Use sites that provide business news to search for the organizations that you monitor or sign up for automatic updates.

- Bloomberg Markets News <http://www.bloomberg.com/apps/news?pid=stocksonmove>
- CNN Money <http://money.cnn.com/news/>
- Financial Times Companies <http://www.ft.com/companies>
- Forbes <http://www.forbes.com/>
- MSNBC’s The Layoff List [http://www.msnbc.msn.com/id/3072408/from/RL\\_1/](http://www.msnbc.msn.com/id/3072408/from/RL_1/)
- Reuters Business & Finance <http://www.reuters.com/finance>
- Wall Street Journal: Business News <http://online.wsj.com/public/page/news-business-us.html>
- Base Realignment and Closure (BRAC) List
- GovernmentExecutive.com [www.govexec.com](http://www.govexec.com)
- The Washington Post [www.washingtonpost.com](http://www.washingtonpost.com)
- Federal News Radio [www.federalnewsradio.com](http://www.federalnewsradio.com)

### Events to Monitor

Keep track of events that create “bad news” for potential candidates at other organizations.

#### Isolated Events at Talent Competitors

- Layoffs
- Acquisitions
- Major stock price fluctuations
- Changes in senior management

#### Recurring Events at Talent Competitors

- Performance review periods
- Bonus payout periods
- Promotion cycles

