

## **HYR & FYR – for a better recruiting**

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Europe's first Open Air Recruiting Game

Berlin, 14. Juli 2015 - Nowadays job seekers expect more and more from companies that they present themselves in a modern communicative way. More than ever before, young job seekers want to learn about themselves, the company and possible career options. Today's applicants want to-the-point and personalized information and communication.

Companies are responding to these needs in general with matching tools, online assessments, blogs and videos to help job seekers self-identify. But, if companies want to attract talents in an adequate way, they have also to go where their target group is: Offline.

Companies shouldn't always wait for candidates to approach them, they should go where their potential candidates are.

This brought kindai:projects and intraprenör to the idea of inventing HYR & FYR, Europe's first Open Air Recruiting Game. An event that creates an efficient and engaging experience for everyone involved, from hiring managers and recruiters to candidates.

Online Recruiting Games are already successfully used by many companies worldwide and experts see a big potential.

In a recent Pew Internet/Elon University report entitled, The Future Of Gamification, 1,021 Internet experts were interviewed with some university researchers suggesting that the principles of gamification could actually improve

creativity, learning, participation and motivation. 53 percent of the interviewed experts predicts there will be significant advances in the usage and adoption of gamification in the workplace by 2020.

The aim is to bring the advantages and the fun of Recruiting Games from the online to a offline experience.

HYR & FYR is an open air street food festival combined with social games which help to improve presentation and communication skills but also creative thinking techniques. Each of these games is curated by a Berliner Startup and enables recruiters and candidates to work in a relaxed atmosphere as a team together. Besides the Gamification aspect HYR & FYR offers also everything a good open air event needs: Music, street food, inspiring talks and a aftershow party.

"We want to create an event which is different to the existing recruiting formats. Less formality, more fun and communication among the participants. Also we want to get the startup-scene from Berlin involved: each game part of the HYR & FYR will be hosted and designed by a Berliner startup", Dr. Bastian Schwithal, Co-Founder of kindai:projects about the event purpose.

The quality of the Recruiting Games and the HYR & FYR Programme is guaranteed by an Advisory Board of national and international scientists and entrepreneurs, like Prof. Dr. Klaus Hurrelmann and Prof. Dr. Dr. Thomas Schildhauer.

For more Information: [www.hyrfy.com](http://www.hyrfy.com)

## **Portrait**

kindai:projects ist eine Trend- und Innovationsagentur mit Sitz in Berlin. Die Gründer sind national und international in den Innovations-Hochburgen mit Verbänden, Medien, Startups, Wirtschaft und Politik vernetzt. kindai:projects konzipiert und realisiert Touren, Veranstaltungen und außergewöhnliche Vernetzungs- und Fortbildungsevents weltweit. Zu den Kunden gehören u.a. WanIfra, VDZ, Deutsche Fachpresse, WirtschaftsWoche, AGHZ, Conference Group, VDZ Akademie, Forum Corporate Publishing, World Newspaper Congress, Oberauer Medien Fachverlag, EnBW, Hanser Verlag, Handelsblatt Gruppe.

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