



Game Developers Conference 2020: How to Run Your Own Career Fair on a Tiny Budget

Chris DeLeon, Tiffany Otto, David Mullich, and Dru Erridge



@IGDALA



@IGDALA

Agenda

1. Introductions
 - a. IGDA, IGDA LA
 - b. Who we are
2. Event Overview
3. Constraints
4. What Worked Well
5. What Worked Less Well
6. Major Challenges
7. Feedback and Post Mortem Results
8. Discussion Questions
9. Closing Remarks



@IGDALA



@IGDALA

How to Find Us Online!



Facebook.com/groups/igdala



Twitter.com/igdala



<https://tinyurl.com/IGDALAYouTube>



Twitch.tv/igdala



LinkedIn.com/in/igdala



@IGDALA



@IGDALA

Who are we? Why should you listen to us?



Chris DeLeon

🐦 @ChrisDeLeon

IGDA LA Chair

- HomeTeam
- GameDev
- IndieCade



David Mullich

🐦 @david.mullich

IGDA LA Secretary

- Art Center
- College of Design
- Say Design



Dru Erridge

🐦 @druerridge

IGDA LA Board

- Gamebreaking Studios



Tiffany Otto

🐦 @TOttomatic

IGDA LA Treasurer

- IndieCade



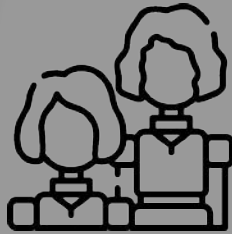
@IGDALA



@IGDALA

Event Overview

15
Companies



Over 200 Attendees



Industrious Century City



@IGDALA



@IGDALA

VIDEO:
“IGDA LA Career Fair - May 2019”

<https://www.youtube.com/watch?v=R22UNvzRqLw>

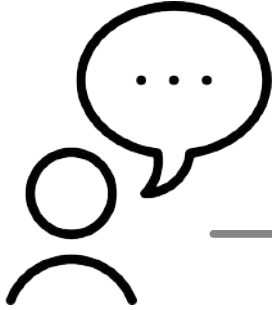


@IGDALA



@IGDALA

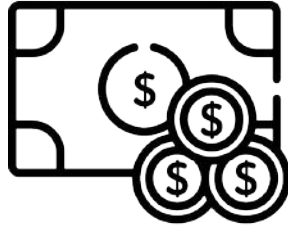
Major Keys



Have a Point Person

They need to visit in-person

Ideally select your most charismatic team member



"Free"

There is no such thing as "free"

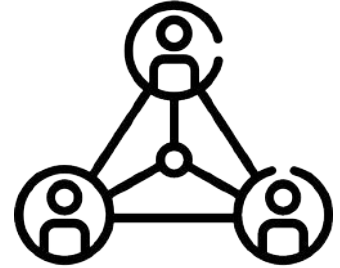
The cost is there somewhere, you just need to find out what it is, and what currency it's in



Signatures

Get EVERYTHING signed, and in writing

Venue, Printing, Snacks, Everything



Partner and Sponsor Relationships

Ask yourselves the question: "How can I add value for them?"

In doing so, you'll be have a higher chance of getting them to work with you

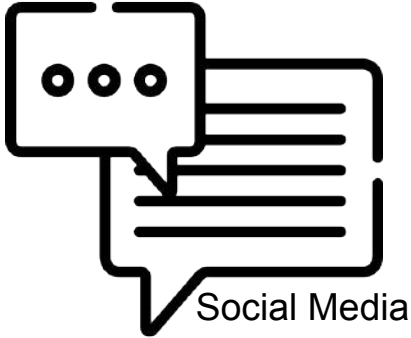


@IGDALA



@IGDALA

In-Kind Value



Jaga Chukwuma
Dewitt Street, LLC
DewittStreetLLC@gmail.com



our faces will cover this much area

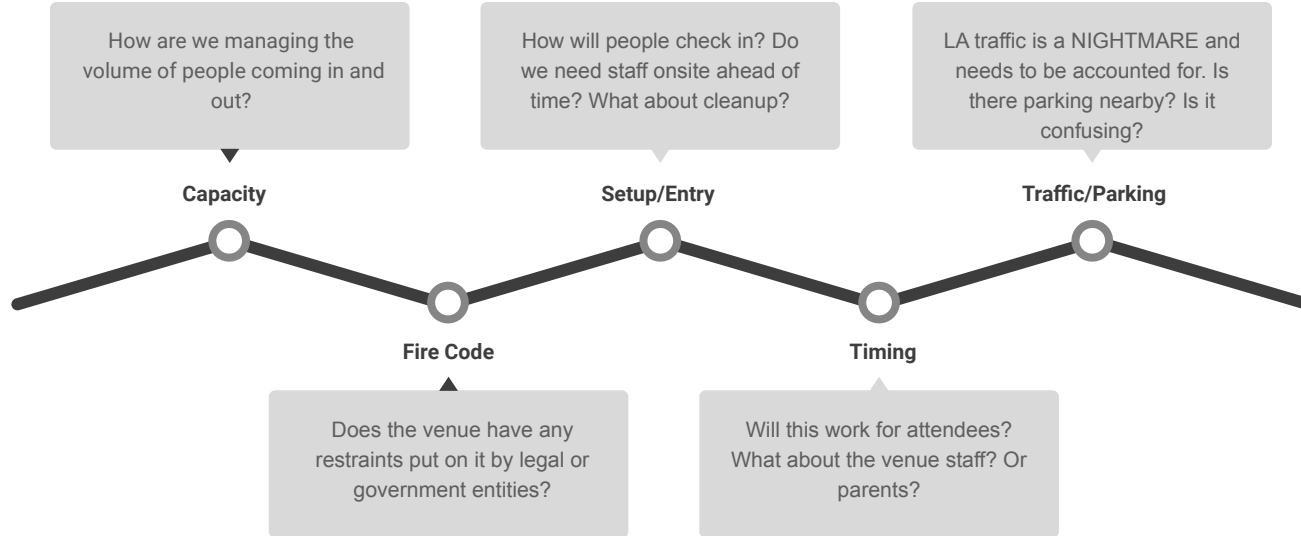


@IGDALA



@IGDALA

Working with the Venue



@IGDALA



@IGDALA

Impact Grants and Headquarters



@IGDALA



@IGDALA

Impact Grants and Headquarters

"Who is being positively impacted by this?"



"How is this money going to be used?"



"What is the activity or event that this grant will be supporting?"

A line-by-line expected budget
+
A line-by-line explanation of HQ representation



@IGDALA



@IGDALA

Venue - Industrious Century City



@IGDALA



@IGDALA

IGDA LA Recruiting and Networking Event: Signup For Recruiters and Studios

IGDA Los Angeles

Thursday, May 30, 2019 from 5:00 PM to 7:00 PM (PDT)

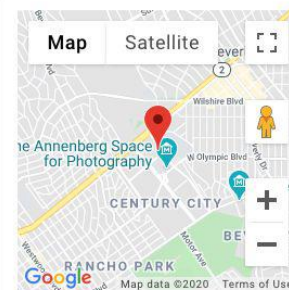
Los Angeles, CA



Ticket Information

TICKET TYPE	SALES END	QUANTITY
Studio/Recruiter: Donation Ticket This ticket is for recruiters and studios who want to be at our event. If you are a developer there is another ticket type on a separate EventBrite. We are a non-profit organization so donations are highly encouraged. Every cent generated goes directly into producing programming for our local game dev community. We are entirely dependent on donations and community support. If you need information about our 501 C6 status, please email us at LA@IGDA.org	Ended	N/A
Studio/Recruiter: Free Ticket This ticket is for recruiters and studios who want to be at our event. If you are a developer there is another ticket type on a separate EventBrite. We are a non-profit organization so please consider donating if possible. We are entirely dependent on donations and community support. If you need information about our 501 C6 status, please email us at LA@IGDA.org	Ended	Free
Pure Donation If you can't attend this event, but want	Ended	N/A

When & Where



Industrious Los Angeles Century City
1925 Century Park East
#suite 1700
Los Angeles, CA 90067

Thursday, May 30, 2019 from 5:00 PM to 7:00 PM (PDT)

 [Add to my calendar](#)



@IGDALA



@IGDALA

Game developers have a voice.

The International Game Developers Association (IGDA) is the world's largest nonprofit membership organization serving all individuals who create games.

We advance the careers and enhance the lives of game developers by connecting members with their peers, promoting professional development, and advocating for the interests of game developers worldwide.

[JOIN US!](#)

IGDA @ GDC 2020

See everything your IGDA is doing at GDC 2020!

[LEARN MORE](#)

@IGDALA



@IGDALA



@IGDALA




@IGDALA



@IGDALA





@IGDALA





[Home](#) [My Network](#) [Jobs](#) [Messaging](#) [Notifications](#) [Me](#) [Work](#) [Try Premium Free for 1 Month](#)


[Make your job search O\(1\) - Not O\(n\). Take Triplebyte's coding quiz, get offers from top companies.](#) Ad ...




[Message](#) [More...](#)

David Mullich · 1st
Director of Development, Say Games | Adjunct Professor, ArtCenter College of Design | Board Member, IGDA/Los Angeles
Stevenson Ranch, California · [500+ connections](#) · [Contact info](#)



 **Say Design, Inc.**
 **California State University-Northridge**

**111 mutual connections**
You and David both know Josh Green, Jeff Leggett, and 109 others

**David can introduce you to 11 people at Activision**
David worked at Activision
[Get introduced](#)


[Show more](#) ▾


Highlights
About





Chris, hiring?
Post a job in minutes
[Start job post](#)


People Also Viewed

**Habib Zargarpour** · 2nd
Head of Film Development at Digital Monarch Media, a division of Unity Technologies

**Christian Allen** · 2nd
Game Designer - Unreal Evangelist

**Alex Nichiporchik** · 2nd
CEO at tinyBuild GAMES

**Dori Arazi** · 2nd
Director of Photography at Sony Santa Monica

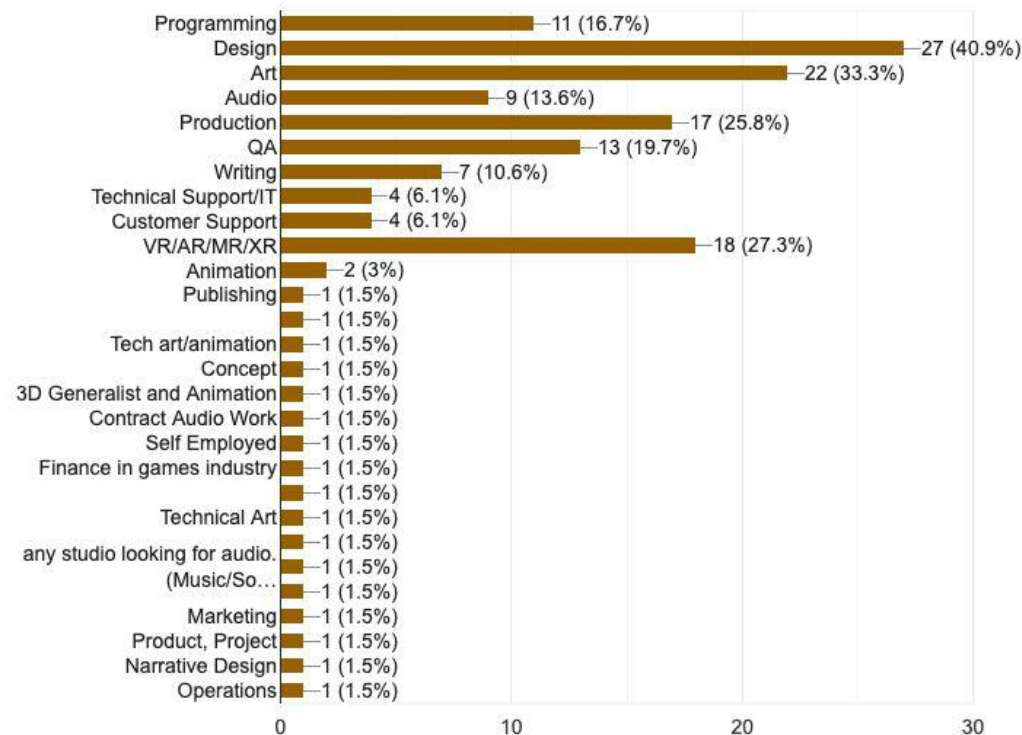
**John Say** · 2nd
CEO at Say Games

@IGDALA

@IGDALA

What kind of position are you looking for?

66 responses



@IGDALA



@IGDALA



IGDA LA Recruiting Event Talent Form

Fill out this form if you are attending our Recruiting Event to complete your RSVP.
Unfortunately, if this form is incomplete, we will need to release your ticket to the Waitlist.

Due to an overwhelming response from potential candidates, there is the possibility that time will need to be booked with Recruiters and Studio Representatives in shifts. Please be aware of this and be willing to accommodate such needs.

* Required



First Name *



@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA



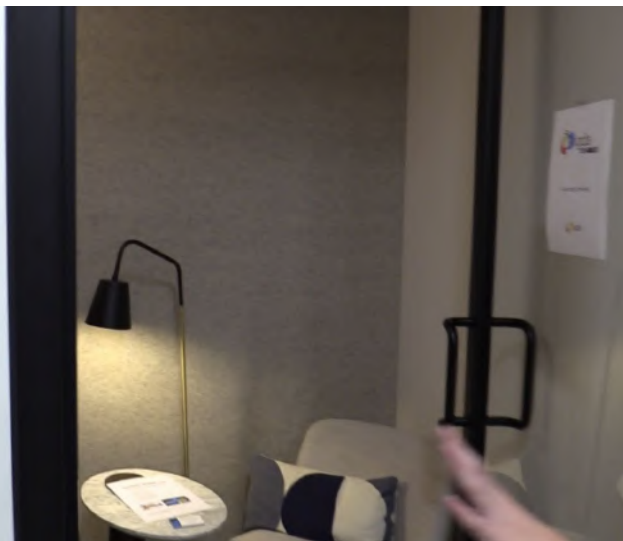
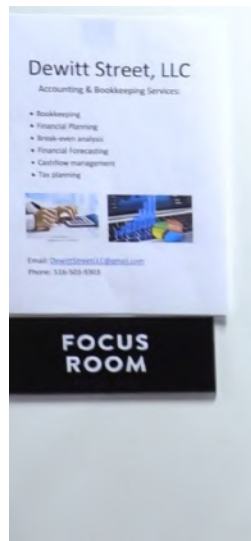
@IGDALA



@IGDALA



@IGDALA



@IGDALA



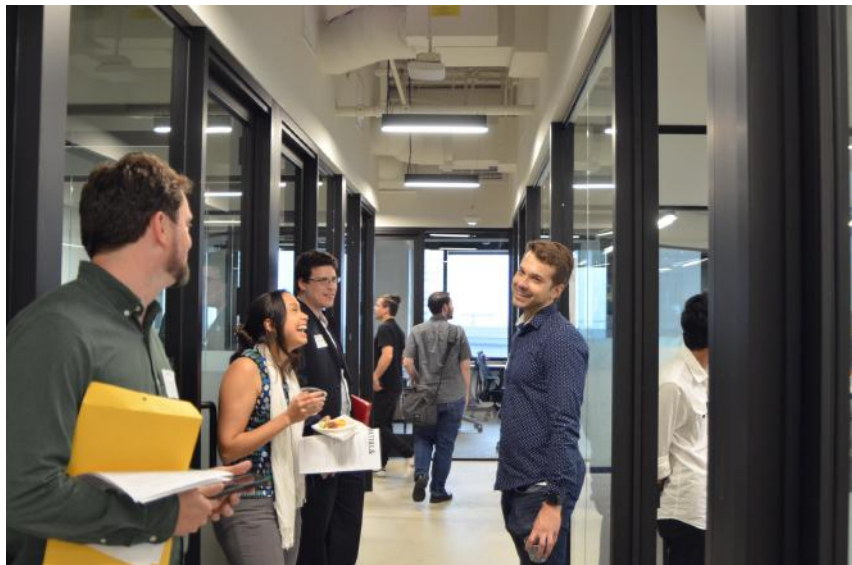
@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA



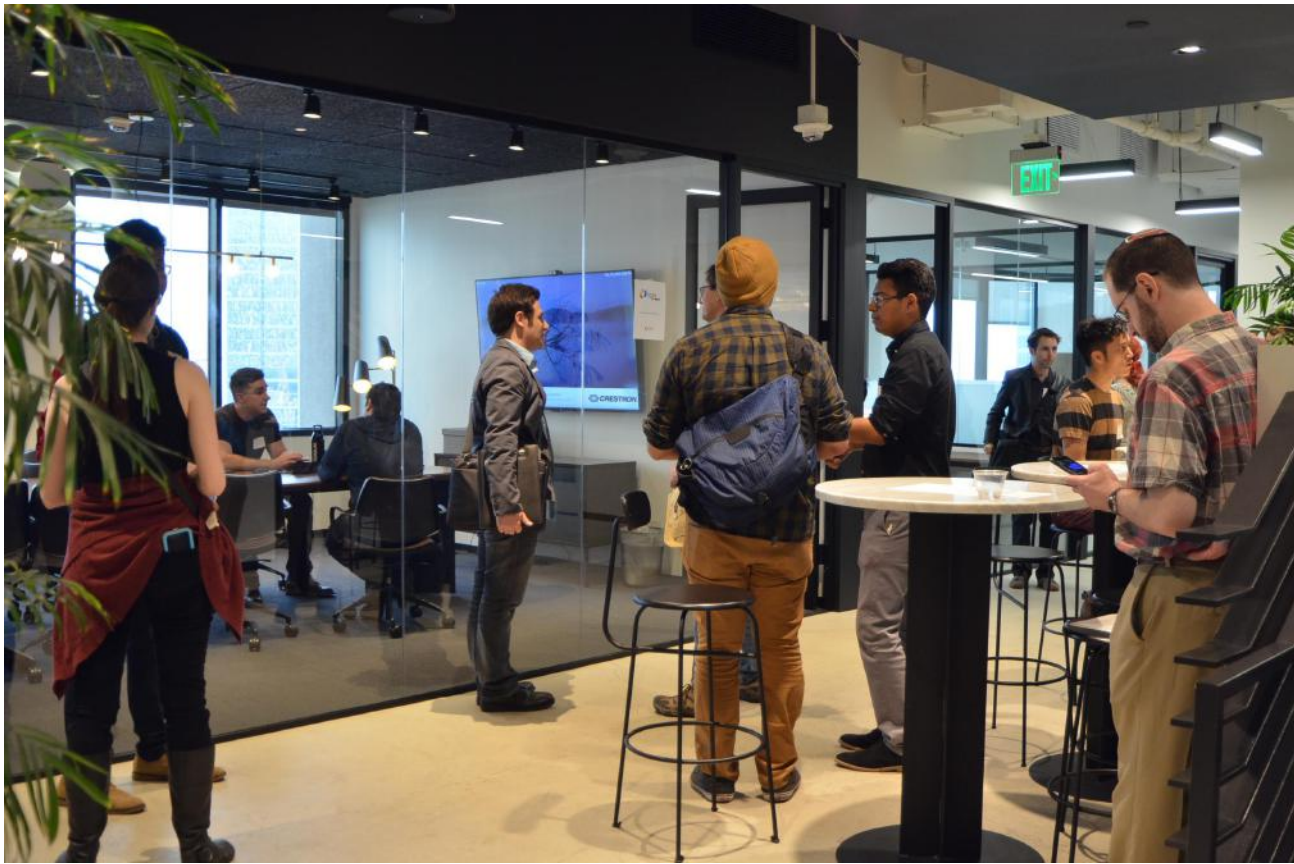
@IGDALA



@IGDALA



@IGDALA



@IGDALA



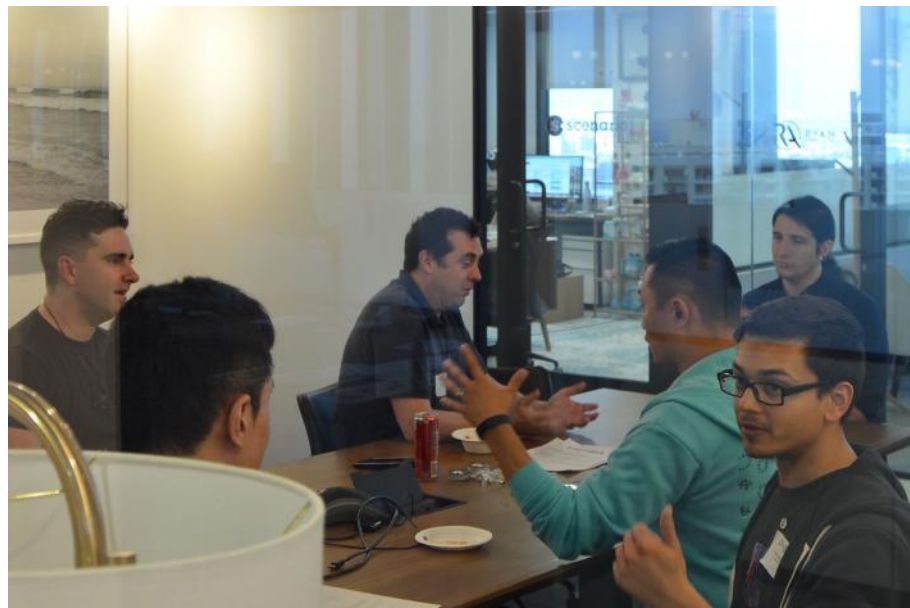
@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA

This is event registration that works with your budget

Pick the package that's right for you.

Essentials →

Easy-to-use event technology for any budget

Fee per paid ticket: 2% + \$0.79

Fee per free ticket: Free

Customer support: Online help center

Ticket types: 1

Professional →

A powerful solution to boost sales and grow your business

Fee per paid ticket: 3.5% + \$1.59

Fee per free ticket: Free

Customer support: Phone, chat, and email support

Ticket types: Unlimited

Premium →

Tailored partnerships for large and complex events

Fee per paid ticket: Custom

Fee per free ticket: Free

Customer support: 24/7 phone support

Ticket types: Unlimited

[Learn more](#)



@IGDALA



@IGDALA



@IGDALA



@IGDALA





@IGDALA



@IGDALA

Impact Grants and Headquarters

"Who is being positively impacted by this?"



"How is this money going to be used?"



"What is the activity or event that this grant will be supporting?"

A line-by-line expected budget
+
A line-by-line explanation of HQ representation



@IGDALA



@IGDALA

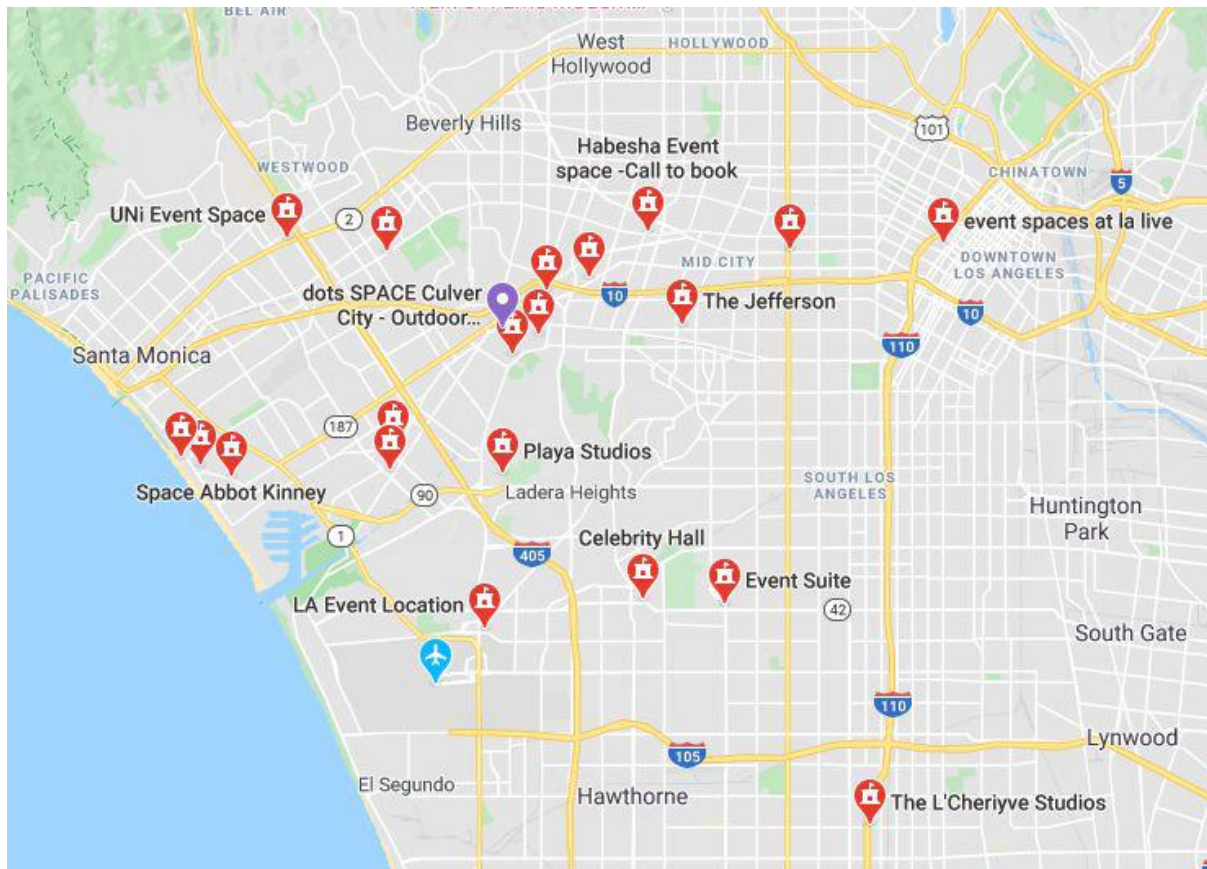
What a Line-by-Line Budget Looks Like

"Funding Graciously Provided by [INSERT DONOR NAME HERE]" as well as unadorned HQ logo distribution around the venue.

Table of Requested Expenses:

Item	Quantity	Cost	Subtotal
Ink	1.00	\$115.00	\$115.00
Nametags (400 CT)	1.00	\$75.00	\$75.00
Name Tent Cards (50 CT)	1.00	\$25.00	\$25.00
Paid Member Stickers (600 CT)	1.00	\$25.00	\$25.00
Misc. Office Supplies	1.00	\$25.00	\$25.00
Refreshments	1.00	\$100.00	\$100.00
Photographer	2.00	\$50.00	\$100.00
Grand Total			\$465.00





@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA



@IGDALA



IGDA Los Angeles

Listed group



567 members

Including Diana Hughes and 26 other connections



Invite connections

[See all](#)

Start a conversation in this group



All

Recommended



Kathleen A. Milnes • 2nd

Assistant Chair, Digital Media at Otis College of Art and Design
1w

9th Annual Careers in Digital Media at Otis. Tuesday, March 10. 6:30



About this group

The International Game Developers Association is an independent, non-profit association established by game developers to foster the creation of a worldwide game development community.

...

[See all](#)



@IGDALA



@IGDALA

Recruiting & Career Assistance at IGDA LA

Recruiting & Networking Event

Thank you for your interest in helping job seekers in the Los Angeles games community. This form is intended for recruiters or others who can provide career assistance in-person at this event. You are not required to be an IGDA member to take part. Here are some details:

Date:

Thu, May 30, 2019

4:30 PM – 7:30 PM PDT (Volunteer times)

Location:

Industrious Los Angeles Century City

1925 Century Park East

#suite 1700

Los Angeles, CA 90067

Eventbrite Link:

<https://www.eventbrite.com/e/igda-la-recruiting-and-networking-event-signup-for-recruiters-and-studios-tickets-62020005506?aff=emllnk>

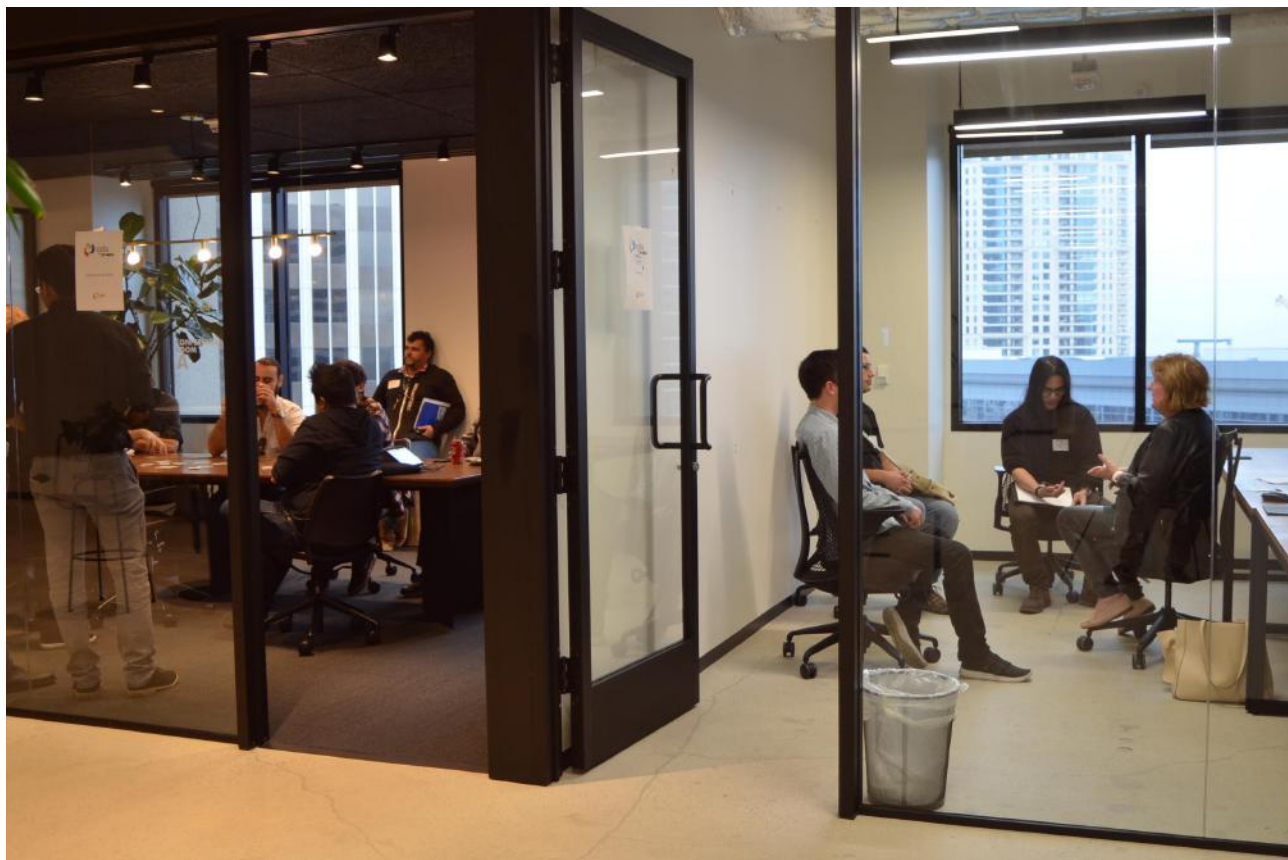
Information input here should only be for and about the person or company filling in the form, not filled on anyone else's behalf. The data will be visible to the IGDA LA board, but not used for any purposes other than coordinating the event listed above. As usual, no NDA-covered or studio-internal information should be shared here. Information will be exchanged as materials are collected.



@IGDALA



@IGDALA



@IGDALA



@IGDALA

[Create](#) ▾[Campaigns](#)[Automate](#) ▾[Audience](#)[Brand](#) ▾[Reports](#)

View by Status

- [All](#)
- [Ongoing](#)
- [Draft](#)
- [Completed](#)

View by Type

- [Emails](#)
- [Automations](#)
- [Landing Pages](#)
- [Ads](#)
- [Postcards](#)
- [Social Posts](#)

[+ Create Folder](#)

You can also search by [all audiences](#).

[Upcoming Recruiting & Networking Events](#) Sent

Regular • IGDA Los Angeles Email List

Sent Mon, May 20th, 2019 5:15 PM to 1K recipients by you

25.5% Opens

2.8% Clicks

[Recruiting & Networking Event - Save the Date & Call for Volunteers](#) Sent

Regular • IGDA Los Angeles Email List

Sent Thu, May 9th, 2019 5:15 PM to 1K recipients by you

34.9% Opens

2.9% Clicks

March, 2019 (2)

[Activision Blizzard Layoff Assistance \(w link correction\)](#) Sent

Regular • IGDA Los Angeles Email List

Sent Wed, March 6th, 2019 7:21 AM to 1K recipients by you

22.7% Opens

1.3% Clicks

[Activision Blizzard Layoff Assistance](#) Sent

Regular • IGDA Los Angeles Email List

Sent Tue, March 5th, 2019 8:00 AM to 1K recipients by you

28.8% Opens

2.7% Clicks

[@IGDALA](#)[@IGDALA](#)



Email us your questions, ideas, and experiences!
LA@IGDA.ORG

Special thanks and shout out to Seattle IGDA, and their chair Tim Cullings, for sharing their career fair notes with us when we were getting started on ours <3



@IGDALA



@IGDALA