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Erasmus+ Programme  
of the European Union

## PERSONAL CONTACT



CERT4HEADMASTERS

Although the world is becoming more and more *online*, personal contact is still irreplaceable. We know you have more important tasks on your to-do list but sometimes it can be beneficial to engage in education-related events or workshops in your area. This can become an abundant source of recruitment. You should also consider hosting or organizing such events in your school or directly visiting universities and campuses of your preference and recruit on-site.

Personal contact is definitely the best way to get to know potential candidates – it is also crucial in order to verify whether they are a good fit for your school’s culture or not.

In case you are thinking about headhunting or recruiting via recommendations, opt for personal contact. Showing real interest is the most convincing factor – instead of e-mailing your serious candidates, call them directly, and schedule one-to-one meetings.