



Recruiting Participants

July 22, 2015

Caren S. Oberg
Executive Director
oberg@obergresearch.com

Agenda

- In real life (IRL) recruitment (on-the spot recruitment)
- Virtual recruitment (recruitment after the fact)
- Sample Size

IRL Recruitment – Exhibition Visitors



IRL Recruitment – Exhibition Visitors



Imaginary Line

IRL Recruitment – Exhibition Visitors



Imaginary Line

IRL Recruitment – Exhibition Visitors

- Be prepared to walk a few feet with the visitor as you introduce yourself.
- Do not accept first “no”. Do accept the second “no”
- Have 2-3 sentence approach
- Have a 1 sentence thank you
- Be aware of body language.

IRL Recruitment – Public Program



Papering the seats only gets you so far.

IRL Recruitment – Public Program Visitors

If pre-program survey

- Assign a staff member to approach and engage visitors.
- Keep approaching visitors until they fill in the survey.
- Collect the survey before the program begins.



IRL Recruitment – Public Program Visitors

If post-program survey

- Make filling in the survey a part of the actual program
- Have staff member move through to collect survey and say thank you.
- Do not end with “please fill in the survey”



Virtual Recruitment



July 1, 2015

Virtual Recruitment



July 8, 2015

Virtual Recruitment



July 15, 2015

Virtual Recruitment



July 18, 2015

Sample Size

- Actual number 30 (50 is better, 300-1000 is best)

- Percentage of target audience

Exhibition entrance/exit 3% of target population

Public Program 85% of target population

Virtual Recruitment 30% of target population

- Proportion

Smaller target population, Larger sample size

Are you confident in the emerging patterns?

Key Take Aways

Participant recruitment requires actual, conscious work which is a task to be assigned to someone.

Participants need to be asked at least twice to fill in a survey. Sometimes 3 or 4 times.

Sample size is really about asking “are you confident in the emerging patterns?”



www.obergresearch.com