

Empowering Global Education: ISS Leverages 6Connex for Seamless Recruitment

About International Schools Services (ISS):

International Schools Services (ISS) is a global pioneer in the field of international education, renowned for its extensive experience and leadership. As the first organization dedicated to this sector, ISS offers a comprehensive range of services, including teacher recruitment, professional development, school supplies, and school management solutions. Their mission is to connect schools with top-tier educators, ensuring quality education across the globe.

The Challenge

When Meagan O’Gallagher, Events and Engagement Manager at International Schools Services, joined ISS, she discovered that the existing event solutions lacked the essential features needed for their expansive recruitment efforts. ISS sought a platform that could replicate the immersive experience of real-life events, complete with an app for in-person interactions. They required a flexible solution with an unlimited plan to accommodate fluctuating chat attendee numbers and the ability to filter schools, and curriculums, create schedules, and provide comprehensive analytics.

Key challenges included:

Comprehensive Feature Set: ISS needed a solution that combined immersive virtual environments with in-person event support.

Scalability and Flexibility: The platform had to accommodate varying numbers of attendees without limiting the number of events.

User Experience: Ensuring a seamless, engaging experience for both recruiters and candidates was crucial.

“We searched through 12 different platforms to find one that really hit as many of the features that we needed as we could find. We really wanted to mimic the feel, the look as much as possible of an in-person fair. The 6Connex Immersive environment was great for that,” says O’Gallagher.

The Solution

After evaluating 12 different platforms, ISS found that 6Connex met all their requirements, offering a robust and versatile solution that stood out from the competition.

6Connex Provided:

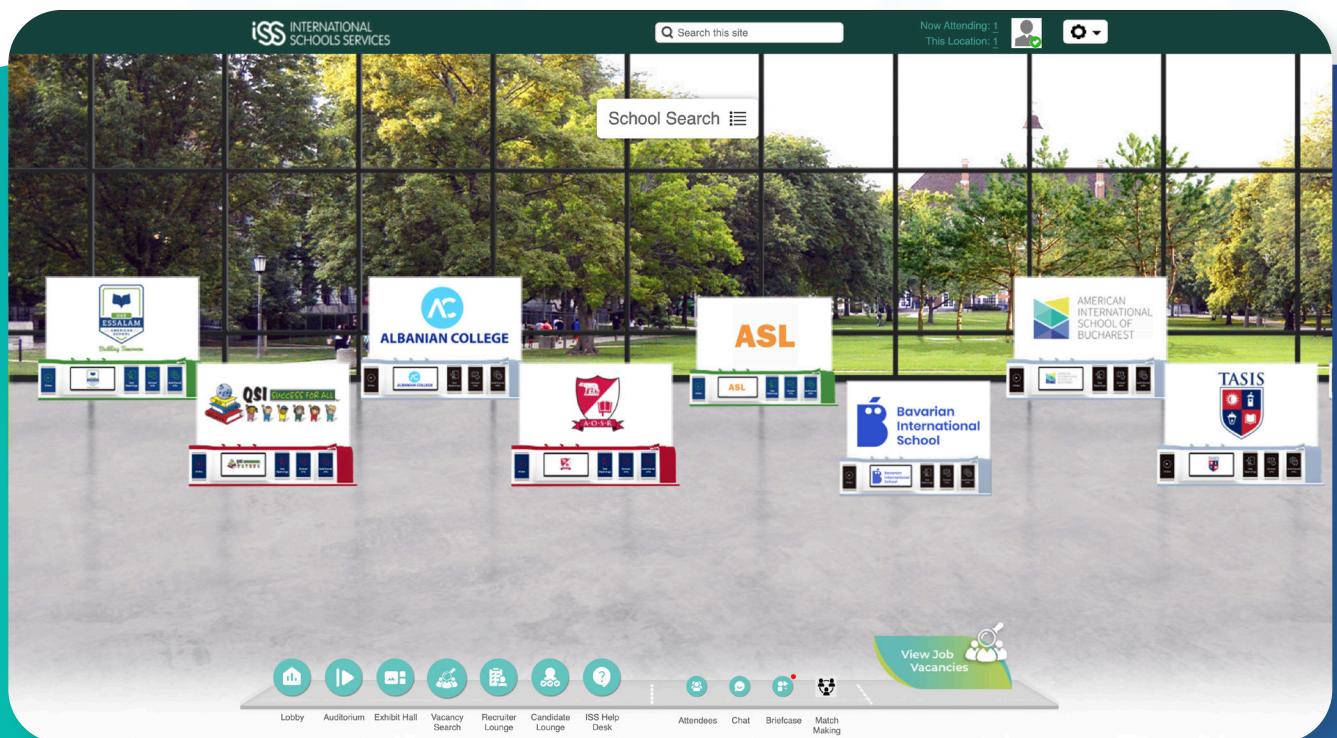
Immersive Virtual Environments: 6Connex’s platform offers highly customizable and interactive virtual spaces, which ISS used to create realistic event experiences that mimicked in-person interactions. The virtual environments included features like virtual booths, chat functionality, video presentations, and job postings, all designed to facilitate meaningful connections between recruiters and candidates.

Scalability and Flexibility: The platform’s unlimited event plan allowed ISS to host multiple events without worrying about attendee limits. This flexibility was crucial for adapting to varying event sizes and types, ensuring that ISS could scale their efforts up or down as needed.

Advanced Event Features: Key functionalities such as live and on-demand presentations, filtering capabilities for schools and curriculums, and robust data analytics enabled ISS to manage complex event logistics and gain valuable insights. The ability to host live presentations and offer on-demand content ensured that attendees could engage with the material at their own pace.

User-Friendly Interface: For in-person events, the Eventory app simplifies event management with features like badge printing, QR code check-ins, and easy sign-ups. The app also facilitated real-time notifications and streamlined attendee interactions, making it easier for schools to track candidate engagement and follow up effectively.

Customization Capabilities: The ability to create custom virtual rooms and integrate a dynamic vacancy search tool provided a tailored solution that met ISS’s specific needs. The custom vacancy search allowed candidates to search for job listings and directly connect with schools offering those positions, enhancing the overall recruitment process.



Enhanced Engagement Tools: 6Connex's platform included features such as AI matchmaking, interactive Q&A sessions, and networking lounges that mimicked in-person experiences. These tools helped increase attendee engagement and satisfaction, providing a more interactive and personalized event experience.

Comprehensive Support: The 6Connex team provided ongoing support to ISS, including dedicated Customer Experience Managers (CEMs) who assisted with event planning, execution, and troubleshooting. This support ensured that ISS could focus on delivering high-quality events without worrying about technical issues.

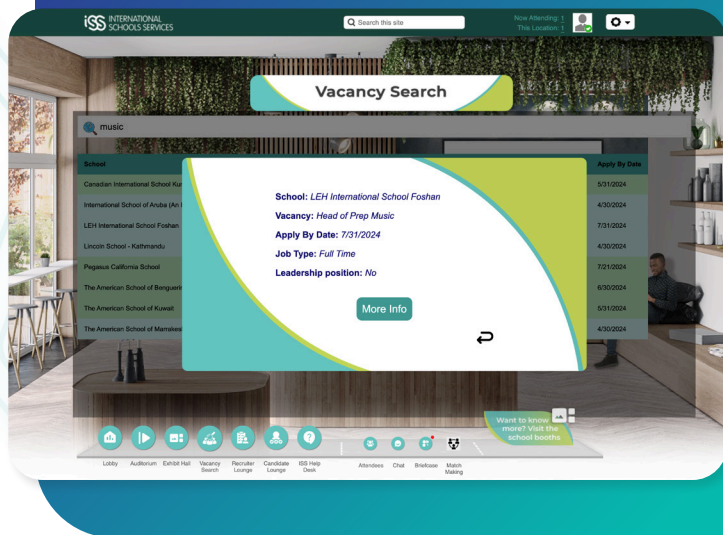
Implementation and Customization

Integrating 6Connex into ISS's existing processes involved leveraging the platform's advanced features and creating custom virtual rooms. Initially, the process required a learning curve, but the transition was smooth with the support from 6Connex, particularly from Pieter Meiring, Client Experience Manager, who provided co-pilot guidance. ISS found that cloning features in the platform made subsequent event setups quicker and easier, improving overall efficiency.

“Our users, once they got in and started, found the look and feel of everything really good. They were able to search for vacancies, chat with recruiters, and do everything seamlessly. Our customer feedback about our fairs now that we use 6Connex is all positive.”

Meagan O’Gallagher, Events & Engagement Manager at International Schools Services

6Connex also developed a new vacancy search room, allowing candidates to search for job positions based on specific criteria easily. Through an API, this dynamic integration ensured that the listings were always up-



to-date, providing a seamless and efficient job search experience for candidates. Tajuan Hardee, Candidate Recruitment Manager at International Schools Services shared, “The vacancy search room allows candidates to easily go in there and search through, for example, a math position or a high school position and be able to fully pull it up. It’s a creative workaround that 6Connex helped us implement.”

The Results

ISS has successfully hosted numerous events using 6Connex, including both virtual and in-person career fairs across the world - in the USA, Europe and China. To address the different needs of their events (in-person and virtual), the ISS team has implemented various solutions from the 6Connex technology stack.

Enhanced User Experience: Attendees and recruiters praised the look and feel of the virtual environments, finding them intuitive and engaging. The immersive experience facilitated meaningful interactions between candidates and schools.

Increased Efficiency: Features like badge printing and QR code check-ins streamlined the event management process, making it easier for schools to manage candidate interactions efficiently.

Positive Feedback: The seamless experience and intuitive design led to high user satisfaction rates. ISS received consistently positive feedback regarding the ease of use and engagement levels of the platform.

Successful Events: ISS reported impressive engagement metrics, with significant participation in both virtu-

al and in-person events. For instance, the New York Fair held from February 8-11, 2024, showcased the seamless integration of 6Connex's Eventory app, enhancing the experience for recruiters and candidates alike.

Key outcomes included:

High Participation: Their virtual career fairs saw record attendance, with thousands of unique attendees and interactions. Their events featured pre-recorded presentations, interactive exhibit halls with record booth numbers, and dynamic vacancy searches.

Improved Processes: The use of QR codes and custom vacancy searches streamlined the recruitment process, providing valuable insights and ease of access. The custom vacancy search tool, integrated via API, allowed candidates to search listings and directly connect with schools offering those positions.

Positive Impact: ISS's events not only facilitated successful recruitments but also reinforced their reputation as a leader in international education.

"Working alongside 6Connex, and particularly with Pieter, has been wonderful. He has been very helpful in guiding us through everything and making it easy for us to have successful events." - Meagan O'Gallagher, Events & Engagement Manager at International Schools Services

"Working with 6Connex has been a really positive experience. Any technical issues we had were answered quickly and handled well. It's been a very respectful partnership."

Meagan O'Gallagher, Events & Engagement Manager at International Schools Services

Conclusion

ISS's partnership with 6Connex has transformed their approach to teacher recruitment, enabling them to host immersive and successful events that bridge the gap between educators and international schools. The flexibility, advanced features, and exceptional support offered by 6Connex have made it an indispensable tool for ISS.

For organizations seeking to enhance their event experiences and achieve impactful results, ISS's case study with 6Connex serves as a testament to the platform's capabilities and the benefits of a strategic partnership. Experience the 6Connex difference and book a demo today!



About 6Connex Event Technology Solutions

6Connex is the leading provider of in-person, hybrid, and virtual event technology for enterprises worldwide. Our cloud-based product portfolio includes in-person event apps, virtual venues, webinars, learning management, and more. Designed for corporations in need of engaging with communities in-person, virtually, or in a hybrid fashion.

From marketing, sales, recruitment, training, and HR communications, to event planning, non-profits, remote offices, and more, we allow you to engage and transform big ideas into real-world results.

Have Questions?

Please call 1.800.395.4702 or email us at sales@6connex.com.