



International Sports Organizations Recruit Candidates at iWorkinSport Virtual Job Fair

With a mission to help world class employers in the sports industry identify and connect with the best candidates, iWorkinSport enables such well renowned organizations as the International Olympic Committee (IOC), FIFA, adidas, and the NBA to meet, interview, and recruit students and alumni from the most prestigious sports management programs in the world. iWorkinSport's premier event, the iWorkinSport Job Fair, was the first international career fair focused exclusively on the sports industry. Today, the iWorkinSport Job Fair attracts more than 500 attendees annually, and iWorkinSport has added a mix of workshops, podcasts, education expos, and more to its events calendar, all designed to help candidates and recruiters successfully navigate the sports industry job market.

The Challenge

Recognizing that exhibitors were looking to access an increasingly larger talent pool, in 2019, the iWorkinSport event team started to discuss how best to extend the reach of its popular events portfolio to more recruiters and a larger audience. To replicate the physical event in more than one location, however, was resource intensive and cost prohibitive, and iWorkinSport began to evaluate the pros and cons of holding its events, including the popular iWorkinSport Job Fair, virtually. Summarizes iWorkinSport's General Manager, João Frigerio, "The iWorkinSport Job Fair was gaining

a reputation for its high caliber of sports management graduates, and exhibitors, and attendees worldwide were looking to participate. We had to find a smart way to meet the demand.”

The iWorkinSport event team contacted a variety of virtual events vendors and assessed how different solutions on the market could meet their needs:

- ▶ Event flexibility and configurability: exhibit halls, booths, lounges, live and on-demand presentations, and content downloads
- ▶ Custom branding and communication
- ▶ Peer interactions: social networking and video chats
- ▶ Reporting and metrics for post-event marketing and engagement

The Solution

In addition to 6Connex’s ability to fulfill iWorkinSport’s basic requirements, the team was impressed with the breadth of 6Connex’s event platform features and functionality. In December 2019, iWorkinSport successfully held their first virtual event using 6Connex, and the move turned out to be prescient. In early 2020, news agencies across Europe began reporting on the outbreak of a new virus in Asia, COVID-19, and it appeared the world was on the brink of a global pandemic. Not one to waste time, Frigerio immediately decided to move all 2020 iWorkinSport events to a virtual format, including the iWorkinSport Job Fair.

Recalls Frigerio, “The iWorkinSport Job Fair is efficient. Exhibitors post open positions in advance, and candidates have the opportunity to submit their resumes. The Job Fair is the next step in the recruiting process. It’s the vehicle for interested exhibitors and candidates to come together and have conversations. Therefore, we wanted our exhibitors to have lots of ways to interact with candidates in a professional, business-like environment.”

In addition, Frigerio notes another big draw to the Job Fair is the agenda, which features well-renowned speakers. “iWorkinSport offers great content. We needed to make

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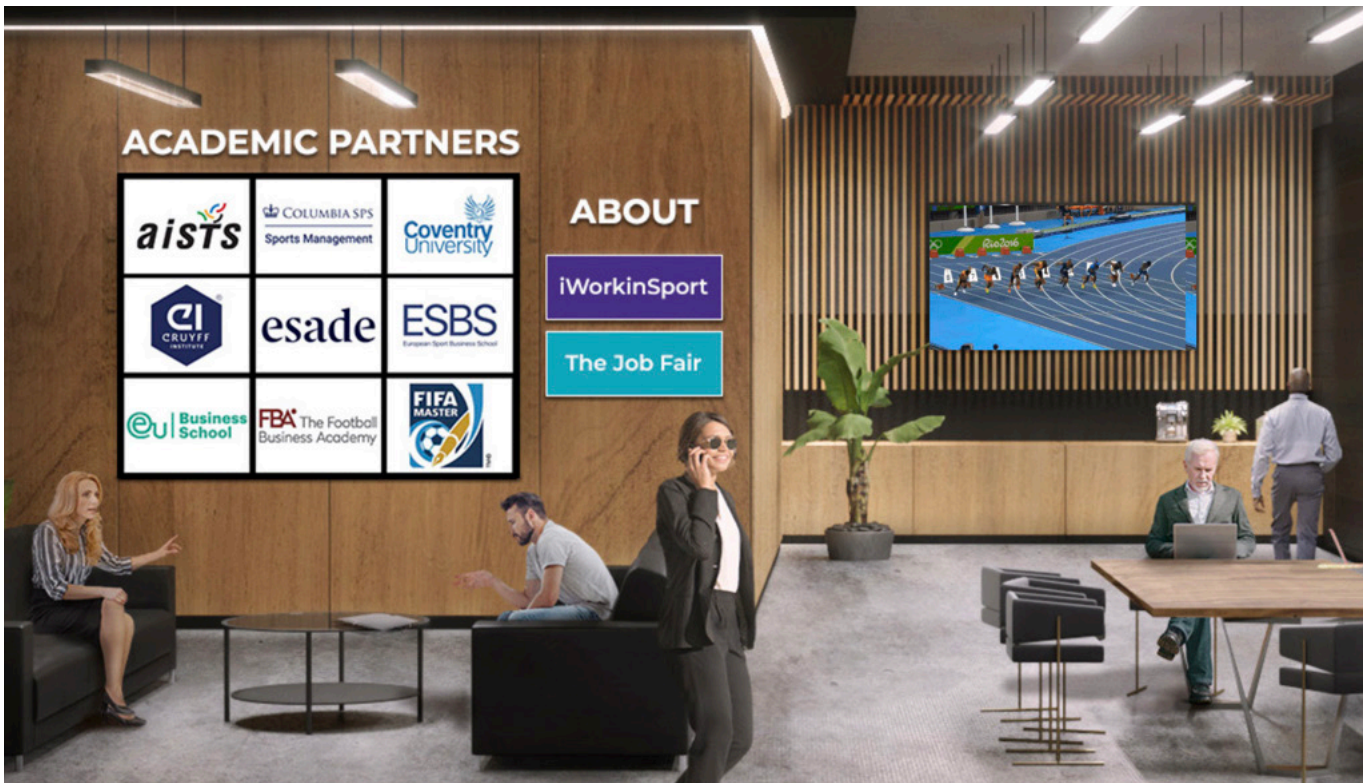
– *iWorkinSport’s General Manager,*
João Frigerio

sure this was accessible in real time and on demand both during and after the event.”

Confident 6Connex could deliver a second time, Frigerio called the 6Connex project management team to outline his event goals. “I must say the client service is nothing short of fantastic. The care and attention provided by the team is phenomenal and definitely one of the main reasons why I wanted to continue working with 6Connex.”

Results

The iWorkinSport job fair attracted more than 500 attendees, and average engagement time was over six hours. In addition, iWorkinSport received positive feedback from their exhibitors and candidates alike, who



described the event as the “career fair of the future” and a “priceless experience.” Enthused one exhibitor, “Despite the pandemic and the bad time for the job market, the iWorkinSport team delivered a fantastic virtual event with important networking opportunities.”

With the 2020 job fair a success, iWorkinSport then went on to plan a second job fair and an education expo in short order. The iWorkinSport event team cites the 6Connex virtual environment as a key ingredient to their 2020 event calendar, noting they’re able to lower overall event costs while building program awareness and increasing attendance rates. And with the platform available over the long-term, they can continue to attract candidates and exhibitors to iWorkinSport content in between events.

Looking ahead to 2021, Frigerio has his sights set on a hybrid event. “I’m looking forward to marrying the reach and inclusivity that a virtual environment provides with the personal, face to face interaction from a physical event.”

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About 6Connex

6Connex is the leading provider of virtual event solutions. Our secure, cloud-based platform expands audience reach and drives in-depth content engagement for marketing, sales, recruitment, training, and HR communities.

Our product portfolio includes virtual environments, learning management, and webinars.

For more information visit www.6connex.com, or call 1-800-395-4702.