



# Delivering a Virtual Job Fair to Identify Talent and Measure Ability in the Marketplace

Vero Solutions specializes in human resources, utilizing technological solutions and virtual platforms for talent identification and development. Visit [www.verosolutions.com](http://www.verosolutions.com) for more information.

CIEE is a philanthropic, non-profit institution that has been in existence for more than 50 years. It is maintained by the National Business Community of Social Assistance and provides Brazilian students with the support of industry experts from local and global corporations. Visit [www.ciee.org](http://www.ciee.org) for more information.

## The Challenge

Vero Solutions and Rio de Janeiro's Center for Company-School Integration (CIEE Rio) combined resources and leveraged the 6Connex virtual event platform to successfully implement Expo CIEE Rio 2017. This five-day, regional virtual career fair was developed to provide high school, technical, and university students in Rio de Janeiro with the tools they need to successfully develop professional careers. Specifically, the event would enable students of intermediate, technical, and higher education to participate in training and explore opportunities for internships or apprenticeships with both recruiters and industry professionals.

## The Solution

The goal of conducting Virtual Expo CIEE Rio 2017 was two-fold:

1. Offer professional training and education to students
2. Identify candidates with “high-fit” skillsets for open positions.

Using 6Connex’s highly-configurable, cross-platform virtual event software, students and recruiters came together to network and access a variety of online informational resources without having to travel to a physical location. During the live virtual event, students learned how to apply for jobs, sharpen their interviewing techniques, and write resumes – all while communicating and showcasing their abilities to recruiters. Expo booths featured downloadable content and videos, allowing for exceptional interactivity. For example, the lounge created an environment where students could easily network and engage with industry experts. In addition, students were able to attend subject-specific conferences and training suited to their skills. After maneuvering through the training courses, students’ skills were assessed and showcased to recruiters and companies looking to fill job positions.

## The Results

Advertised through social media, universities, and members of CIEE, the Expo CIEE Rio 2017 enjoyed an overwhelming response over a five-day period:

- ▶ **Virtual Expo Visits** 28,191
- ▶ **Job Applicants** 77,162
- ▶ **Content Views** 241,284
- ▶ **1:1 Chats** 3,523
- ▶ **Booth Visits** 66,000
- ▶ **Average Visit Duration** 1:50

“As CNA representative at CIEE, I participated in the chat and forums. One of our objectives when participating in the fair was exposure of the brand, so that the participants could know a little more about our work and ask questions. Throughout the week we had a lot of interaction. Both chats and forums were extremely positive. We were able to ask a lot of questions regarding international certification, methodology, course time and the importance of speaking a second language. The balance was very positive. It was a great time to introduce the CNA to those who had not yet had the opportunity.”

*-Michelle Carraro Person,  
Regional Supervisor, CIEE*

## Students Gained Professional Awareness

Young, intelligent millennials were attracted to the virtual job fair largely because they were able to attend from any location and on any device (including a smartphone). Students were excited about easy access to myriad learning opportunities and the chance to receive training on a variety of online tools that advanced their marketability. In addition, they were able to network with a multitude of companies looking to fill job positions, educational institutions, and CIEE Rio.

Students responded particularly well to 6Connex's gamification feature, in which students received points for various tasks. This feature proved to be an invaluable tool for recruiters as well, since they were able to immediately view participant rankings and gauge skillsets. Furthermore, knowing their professional strengths boosted the students' confidence when applying to internships and apprenticeships.

## Attendee Takeaways

Data analyses of the five-day Virtual Expo CIEE Rio 2017 indicated attending a virtual career fair is preferred by the new generation:

- ▶ **91% felt it was equal to or better** than a physical expo
- ▶ **87% of participants would recommend the expo**
- ▶ **73% of attendees would attend again**

## Recruiting Opportunities for Companies

Companies looking to fill open positions were satisfied with the virtual event. Recruiters were able to promote and develop fresh talent on the spot while companies were able to easily identify "high fit" applicants. From 18,546 registrants, 18,048 records were made available to companies and educational institutions and 13,885 resumes were submitted.



## 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](http://www.6connex.com), or call 1-800-395-4702.