



Open the Door to Recruiting With A Virtual Open House

The Approach

With 6Connex's 100% virtual platform, the University of Alberta's International administration recently created an online open house to encourage international student applicants. This virtual event gave the administration an online venue to reach out to students globally that may not have the awareness of certain programs or the means to travel.

Individuals working the virtual open house event were regional experts in their respective fields. Since language and immigration information is region-specific, using a virtual environment made it easy to focus on specific topics. Recruiters were also able to target graduate students and others who start school at different times. With the convenience of online tools, recruiters can pick up where they left off at any part in the recruitment process.

Universities and other educational organizations are reaping the many benefits of implementing a virtual environment for their recruiting purposes. After all, what better way to showcase their programs and educational opportunities without expecting potential recruits to take the time out of their busy schedules to physically travel to their campuses.

Although virtual recruiting may not completely eliminate physical meetings, it does offer ways to inspire prospective students and get a preliminary idea of their interest levels. In fact, it has become standard for universities to utilize virtual environments as a supplement to physical interactions.

“It's harder for recruiters to scout international students because they are not local. With the virtual environment, students can chat with a University of Alberta representative - Immigration Specialist, Department Faculty, Scholarship and others.”

-Julia Jones-Bourque, BCom, Marketing & Communications Manager, University of Alberta International

The Results/Takeaways

1,500

Registrants from
around the world

Millennials

Prefer an
instant response

30%

Attendance Rate

The University of Alberta launched the initial event online and captured an audience of 1,500 registrants from around the world. It was expected that roughly, 1/3 of those registrants would actually participate, but the event ended up with 580 attendees, exceeding expectations.

Since recruitment is a process that requires follow up after the initial contact for a successful outcome, the University of Alberta will contact and engage with those students that attended the virtual open house and showed in interest in the university.

Overall, the University of Alberta Virtual Open house was engaging and piqued students' curiosities as a solid preview of the upcoming International Virtual Fair.

The Goal

The goal was to increase the international student applicants for the University of Alberta by building excitement via a virtual open house. With the International Virtual Fair slated for March 2018, their deadline for recruitment was fast approaching.

The University of Alberta and 6Connex collaborated to design virtual rooms that resembled some of the University of Alberta's physical buildings, creating an authentic user experience. Students were able to genuinely partake in the university atmosphere by roaming the scholarship, immigrations, and lobby areas. When the International Virtual Fair officially goes live, students will be able to explore these rooms in greater depth in addition to faculty-specific rooms, such as rooms that focus on engineering or the arts.

“Recruiters and participants felt less anonymous and it was nice to have an easy way to follow up after the in-person meeting. Millennials prefer an instant response and this virtual event allows just that. They (students) can be referred to a different room if they are seeking specific information.”

-Julia Jones-Bourque, BCom, Marketing & Communications Manager, University of Alberta International

About 6Connex, Inc.

6Connex is a global software and services provider for enterprise online events. Our cloud-based product portfolio includes virtual environments, learning management and webinars. Designed for marketing, sales, recruitment, training and HR communications, we transform big ideas into real-world results. Lead by the most innovative and experienced leaders in online events, the 6Connex platform was built to be the most configurable, secure and reliable product on the market. Our seasoned project managers, who have experience working with companies across all industries, provide hands-on support and strategic guidance. 6Connex has helped many leading brands increase the effectiveness of their online programs by driving revenue growth, saving money and increased employee productivity. Our customers include Salesforce, Blackrock, GE, CDC, Ericsson, CA Technologies and Intuit. For more information, visit www.6connex.com.

