

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

### The Approach

Vero Solutions and Rio de Janeiro's Center for Company-School Integration (CIEE Rio) recently combined resources with the 6Connex Virtual Event Platform to successfully implement Expo CIEE Rio 2017. This 5-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. Students of intermediate, technical and higher education were able to explore opportunities with recruiters and industry professionals for internships or apprenticeships, putting their education into practical applications.

Using the 6Connex highly-configurable, cross-platform virtual event software, students and recruiters had access to a variety of online informational resources without having to travel to a physical location.

## The Results

Advertised through social media universities, and members of CIEE, the Expo CIEE Rio 2017 received an overwhelming response over the 5-day period.

28,191

Virtual Expo Visits

241,284

Content views

66,000

Booth entries

77,162

Jobs Applied

3,523  
1:1

Chats

1:50

Average Visit

## Company Takeaways

With 77,000 job applicants received, companies were very satisfied by the outcome of Virtual Expo CIEE Rio 2017 and CIEE was pleased that they were able to accomplish a Virtual Environment where applicants would get the most exposure to companies eager to hire.

“ 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

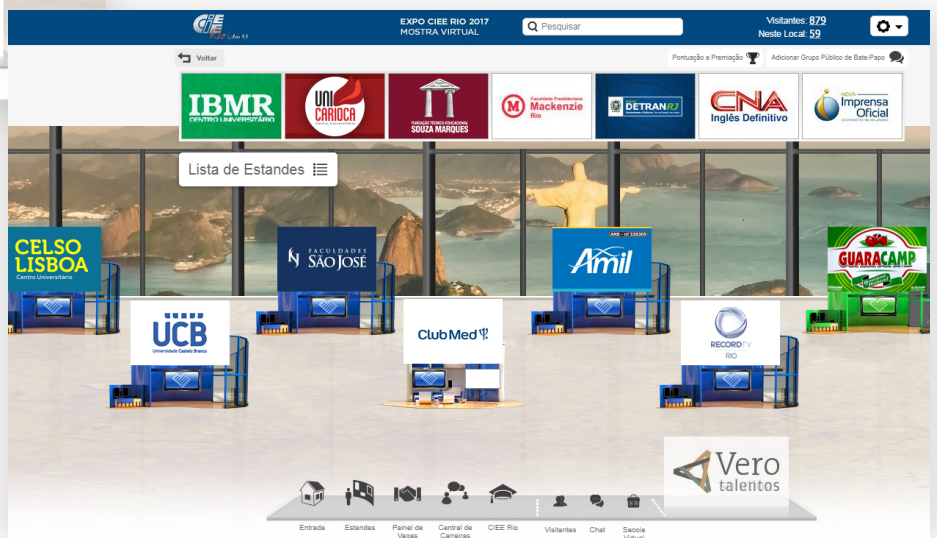
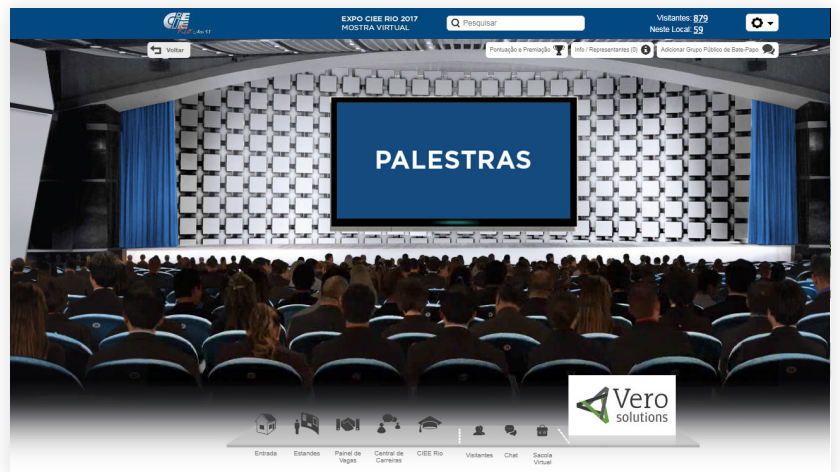
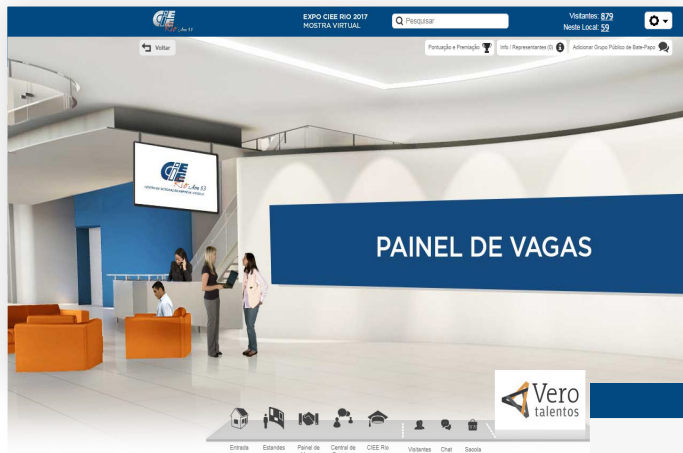
## The Goal

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

1. To offer professional training and education to students
2. For companies to fill their positions with applicants having the best-matched skill sets.

During the live Virtual Event, students learned how to apply to jobs, sharpen their interviewing techniques, and write resumes while communicating and showcasing their abilities to recruiters. Expo booths consisted of downloadable material and video capabilities, allowing for exceptional interactivity. For example, the lounge created an environment where students networked and engaged with industry experts. This virtual tool allowed for responsive discussions and fluid communication. Students were able to attend subject-specific conferences and training suited to their skills. After maneuvering through training courses, students' skills were assessed and showcased to recruiters and companies looking to fill job positions.

# Case Study Vero Solutions



## Students Gained Professional Awareness

Young, intelligent Millennials were attracted by the ability to attend the virtual job fair from any location and any device (including a smartphone). Students were excited about learning and were exposed to a variety of online tools that advanced their marketability. 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 the 6Connex gamification feature. Assigning points to tasks proved to be an especially invaluable tool, as recruiters were able to immediately view participant rankings based on points accrued by ability. Furthermore, knowing their professional strengths boosted the students' confidences when applying to internships and apprenticeships.

## Attendee Takeaways

Analytical data upon completion of the 5-day Virtual Expo CIEE Rio 2017 reflected that attending a virtual career fair is by far the preferred way over traditional physical events of this new generation.

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

## Recruiting Opportunities for Companies

The results offered great satisfaction for companies looking to fill job descriptions. Recruiters were able to promote and develop fresh talent on the spot while companies were able to hone in on the applicants that best met their professional requirements. From 18,546 registrants, 18,048 records were made available to companies and educational institutions. From those records, 13,885 resumes were attached for review.

## About CIEE

CIEE is a philanthropic, non-profit institution that has been in existence for over 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 <https://www.ciee.org> for more information.

## About Vero Solutions

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

## 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](http://www.6connex.com).

