

Graduate Virtual Career Fair

January 22 • 2020 • 13:00 - 16:00

Virtual Career Fairs are aligned to high user activity periods in the Graduateland network, with each event targeting a specific group of candidates. Participating in a virtual career fair provides several weeks of relevant exposure of your opportunities through intensive promotion of the event aligned to your online job adverts.



29

Tot. number of attending employers



3,509

Tot. number of registered candidates



14,217

Tot. number of messages sent



2,585

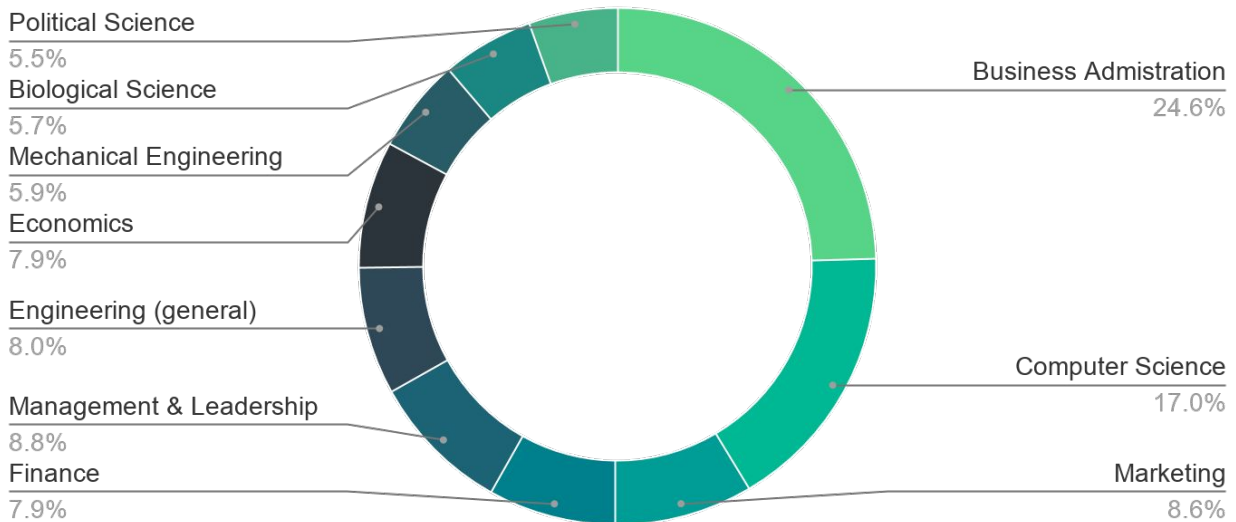
Tot. number of unique chats



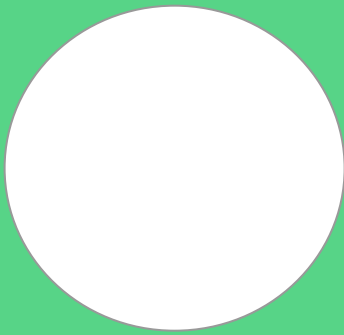
1,791

Tot. number of applications sent

Majors based on tot. registered users



The reach of a virtual career fair depends on many aspects. One of the most important is that employers communicate in their own channels that they will attend!



EMPLOYER BRANDING RESULTS

A Virtual Career Fair is not just about recruiting but in addition exposing your brand to thousands of candidates during a two month promotion campaign. Participating in a virtual career fair increases your overall recruitment performance and employer engagement in the Gradateland network.



75,000

Candidates exposed to your brand



190

Number of stall visits



226

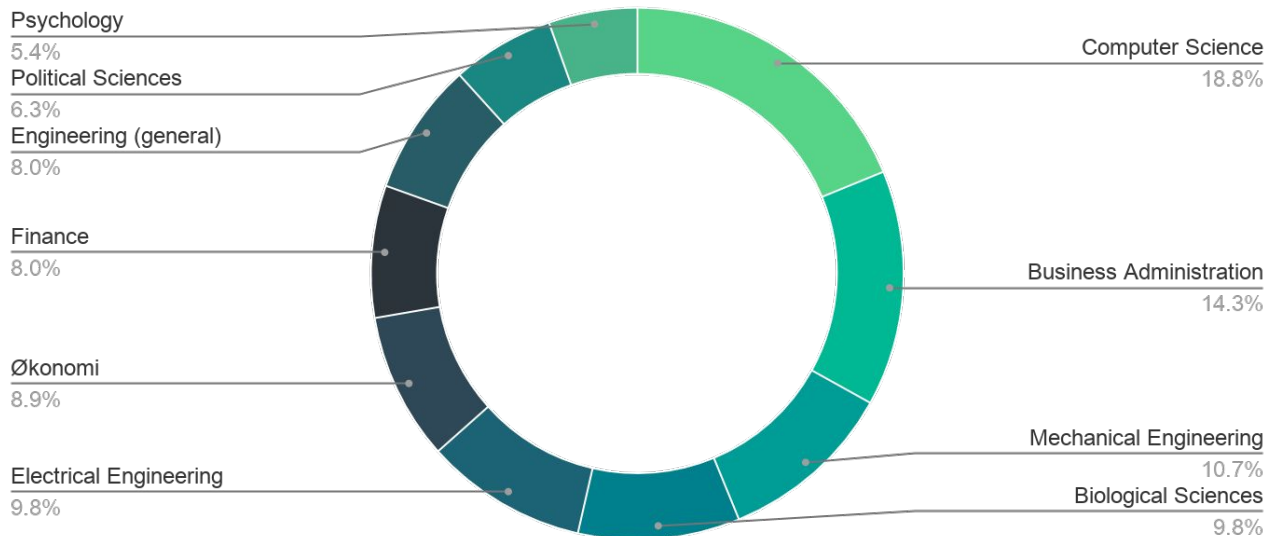
Number of unique chats



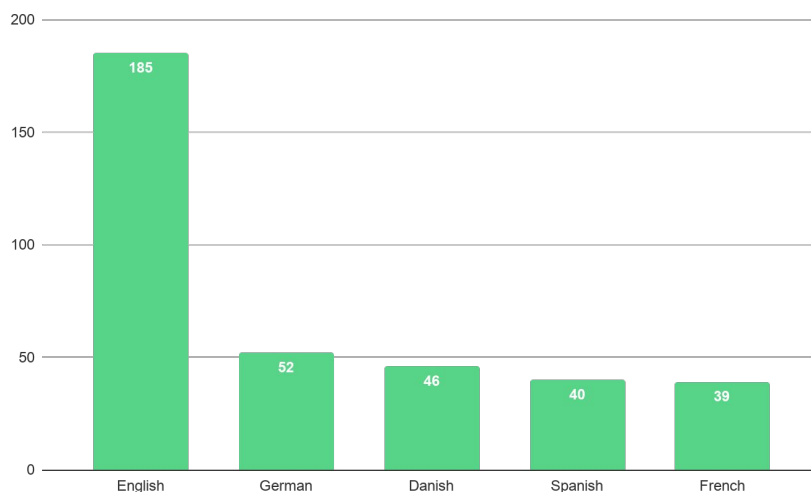
61

Number of new followers

Majors based on stall visits

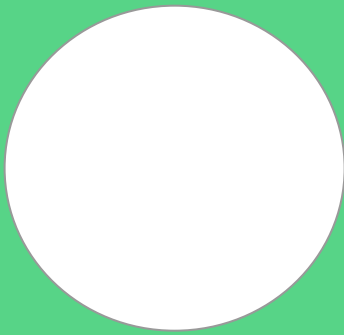


Top represented language skills - Stall views



Language skills

The total number of language skills are higher than total number of stall visits. The reason for this is that candidates speak more than one language on professional or native level.



RECRUITMENT OUTCOME

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Total Recruitment numbers for your company:



384

Number of job views



66

Tot. number of applications



54.55%

Candidate application relevancy

Incoming vs. outgoing chats:



183

Number of outgoing chats



43

Number of incoming chats

Gender ratio - chatting candidates:



33

Male



10

Female



23

Not Chosen

Source of applicants:



29

Apply clicks from active VCF users



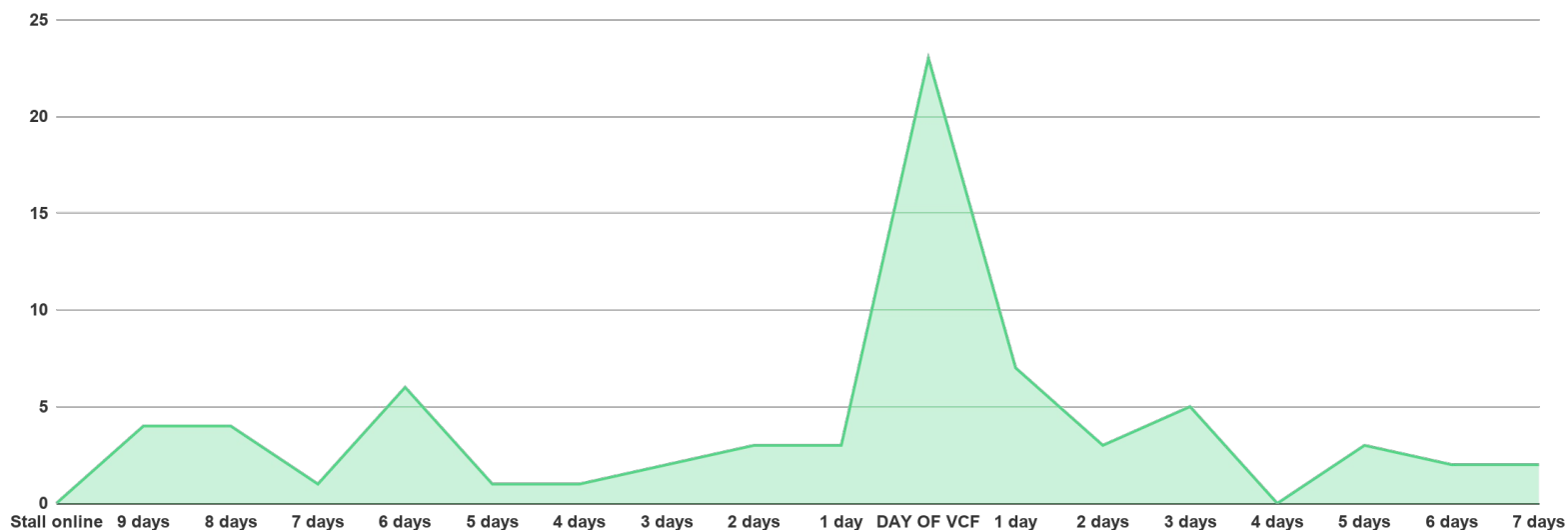
37

Apply clicks from from passive VCF users

Active: users that where online on the day
Passive: users that got exposed to your brand during the promotion campaign

Time of applications

When are applications sent?



Large data sets could be analysed for hours on end to provide the participating companies with the most captivating and outstanding numbers. Many of them have already been presented, so here we give you the key takeaways from this event. They are particularly recommended to be considered if you decide to participate in the upcoming VCFs.

KPIs:



- 61 new Employer Profile followers, this is 10 % higher than the VCF average
- 226 chats 2x higher than the VCF average
- 190 Stall Views is the same as the VCF average

Overall learnings:



During the VCF proactivity from companies is essential for a great experience. Engaging with candidates helps with your current recruitment needs, and it also helps in building your talent pipeline so that candidates are more likely to engage with your brand in the near future. We can see that after a VCF, companies get more engagement from candidates and that this, in turn, increases the overall recruitment strength of the brand.

