



“Essential Strategies for Your Next Career Development Event”

December 8, 2016
11AM PT / 1PM ET



Meet Your Presenters



Hadley Roberts
*Customer Success
Manager*

- Animated movies scared me as a child
- Prides myself as an expert bargain shopper



Mercedes Rodriguez
*Customer Marketing
Manager*

- Mint chocolate chip ice cream tastes like toothpaste to me
- Set calendar reminders to charge my phone



Housekeeping

- All attendees are in listen-only mode
- **No need to takes notes** - You will receive a recording later this week
- **Ask questions!** The webinar will run 25-30 minutes, and we'll save time for questions at the end



Our Time Today

Benefits of Career Development Events


Essential Event Types:

- 1 Career Coach
- Multiple Career Coaches
- Informal Mentoring

Marketing & Outreach Quick Tips

Q & A



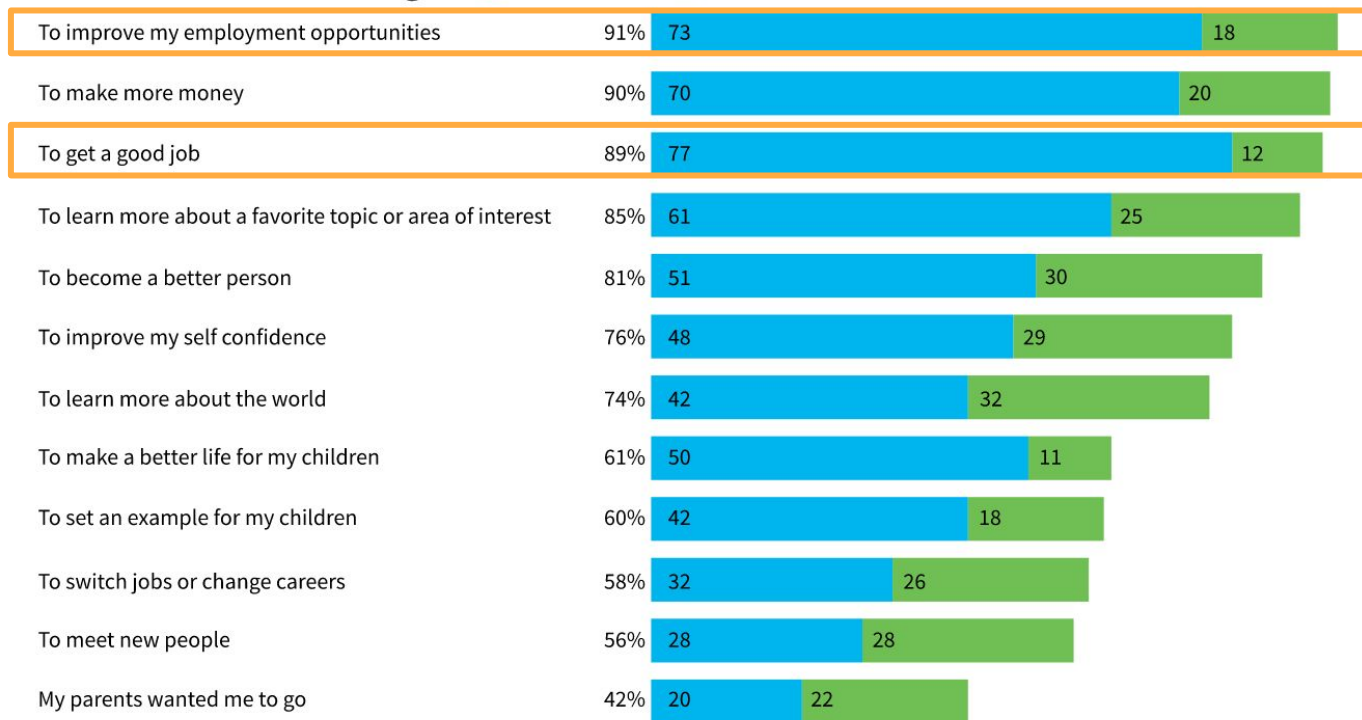
A close-up photograph of a person's hand holding a silver pen over an open notebook. The person is wearing a black leather strap wristwatch with a black dial and silver case. The background is blurred, showing a desk and other people. A large, semi-transparent white triangle is overlaid on the left side of the image, containing the main text.

Maintaining communication channels with alumni means you can keep them informed of your achievements and make them part of your institution's future, not just its past.

- Council for Advancement and Support of Education (CASE)

Reasons To Go To College

Very Important Important



BASE: All Qualified Respondents (n=1011)

We'd like to ask you a few questions about your education plans and experiences.

How important is each of the following to you as a reason to go to college?

*This data originally appeared in New America Education Policy Program's College Decisions Survey, May 28, 2015.

WHITEBOARD APPROACH

LET'S DRAW THIS OUT





WANT CAREER ADVICE

BUT



NEED THE RESOURCES

Why?



- Answers “What’s in this for me?”
- Alumni at all professional stages benefit
- Expand your Brazen strategy
- Bridge the gap between different departments
- Support on campus initiatives and programming

CAREER COACH

OCCUPATIONS **CAPACITY**
VOCATIONAL **APPRENTICESHIP**
WORKPLACE
SELF-MOTIVATION **JOB**
EDUCATION
WORK



One Coach Events

BENEFITS

- Easy to schedule
- Hold on a regular basis
- Alumni can have specific questions answered

CONSIDERATIONS

- Include “Open Networking” booth
- Little specialization
- Manage the number of participants
- Enable multi-chat



University of Arizona



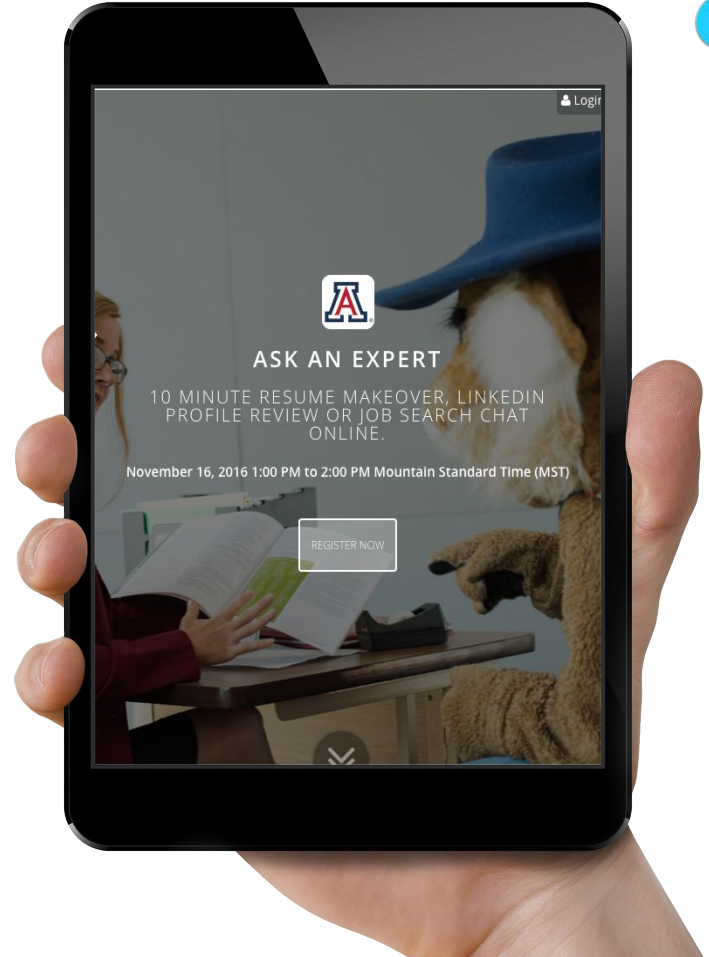
- Paired expert booth with a “network while you wait” booth

- ***Fun fact from our client:***



This event was offered to both alumni and UAOnline students

In addition to career services participating, they invited alumni who were career coaches or resume writers.



University of Kentucky



- Chat with Certified Career Counselor from KU and Alumni Open Networking Booth
- Hold this event monthly for alumni
- Highlights alumni expectations on landing screen (what to do before, during, after)



TIPS FOR SUCCESS

Before the session:

- Save your resume as a PDF or Word file, and upload it when you register for this session.
- Have a list of a few questions ready.

During the session:

- Enter the career counselor's booth and click the green button to connect 1:1 with the counselor.
- Use your time wisely - you will have 10 minutes to chat, ask questions, and receive feedback.

A transcript of your conversations will be saved for you to access after each event, so you can look back at your chat history, review your notes, gather contact information, and follow up!





Multiple Coaches Events

BENEFITS

- Able to specialize booths/coaches based on industry
- Guaranteed review by a coach
- Able to reach larger number of constituents

CONSIDERATIONS

- Aligning coaches schedules could take time
- If you see one booth is particularly popular, turn this into a single coach event later on
- Utilize broadcast message to direct participants to specific coaches



Villanova University

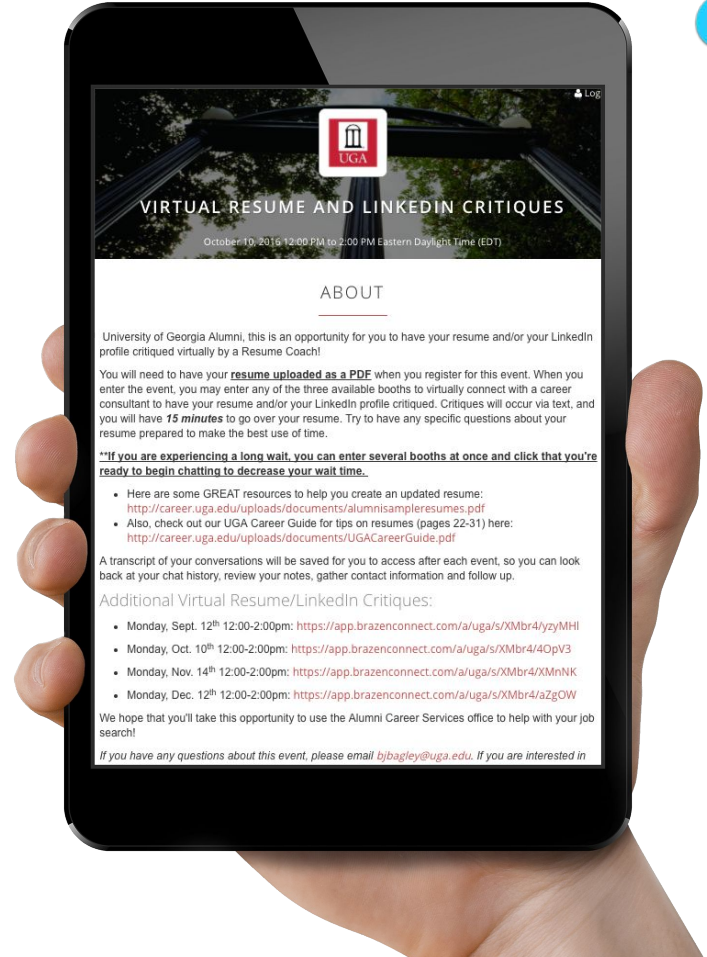
- Villanova featured four career coaches, who also are alumni.
- Five booths, one for each Alumni Career Coach & one for General Networking
- Provided experts in Life Purpose, Life & Career Coach, Change Coach (Specialist for Millennial & Mid-Career Women) and a Consultant
- Created a sense of urgency by limiting registration to 30 participants



University of Georgia



- Series of Resume & LinkedIn reviews held monthly
- 3 booths, one for each Resume Coach
- Included links to resume templates and a UGA Career Guide
- Highlighted tips and upcoming events on landing page



Now, you may be asking yourself...but
how do I create these events in
Brazen?



Let's walk through a few things...



1. Add a Representative = Career Coach



The screenshot displays the Brazen Control Center interface. At the top, the header includes the Brazen logo, navigation links for Home, Accounts, Tools, and a user profile for Hadley Roberts. Below the header, a breadcrumb trail shows the path: ACCOUNT Brazen Technologies > EVENT One Career Coach > BOOTH Bob Smith, Career Coach... A blue arrow labeled '1' points to the 'Representatives' tab in the top navigation bar. On the left side, a sidebar menu contains various options: EVENT HOME, BOOTHS, LANDING SCREEN, REGISTRATION, REGISTRANTS, REPORTS, ACTIVITY LOG, and SETTINGS. A blue bracket highlights the 'BOOTHS' option. The main content area is titled 'Bob Smith, Career Coach 1' and features three tabs: Settings, Content, and Representatives. The 'Representatives' tab is active, showing a section for 'Assigned Representatives' with a large 'ADD REPRESENTATIVE' button and the text 'No representatives are assigned to this booth.' A blue arrow labeled '2' points to this button. Below this, there is a 'Drop-Off Notes' section with a text input field labeled 'Drop notes to: Email Address' and a 'SAVE' button. At the bottom right, there is a 'PREVIEW' button.

2. Add a “Network While You Wait” Booth



brazen control center

Home Accounts Tools Help Hadley Roberts

ACCOUNT Brazen Technologies

EVENT One Career Coach

BOOTH Network While You Wait!

EVENT HOME

BOOTHs

LANDING SCREEN

REGISTRATION

REGISTRANTS

REPORTS

ACTIVITY LOG

SETTINGS

Network While You Wait!

Open Networking

Settings Content

General Information

Title *

Network While You Wait!

Subtitle

Booth Code *

booth-2

☒ Set up as an open networking booth. ?

Booth Logo

☒ Square

☐ Rectangle

UPLOAD REMOVE OPEN IN NEW TAB

Recommended image dimension: 150px x 150px. Must be a jpg, jpeg, png, gif, bmp, or tiff file.

3. Change Peer Groups



brazen control center Home Accounts

ACCOUNT Brazen Technologies **EVENT** One Career Coach

1

- EVENT HOME
- BOOTHs
- LANDING SCREEN
- REGISTRATION
- REGISTRANTS
- REPORTS
- ACTIVITY LOG
- SETTINGS**
 - Connections
 - Chats
 - Emails
 - Google Analytics
 - Event Content Blocks
 - Broadcast Messages

2

3

Your changes have been saved.

Event Connection Settings

Use this page to adjust the names of the peer groups participating in your event, and the process by which they will register. [Learn More](#)

This event connects Students with Experts	EDIT
Automatically designate new registrants as Students ?	EDIT
Experts can be assigned as booth representatives ?	

Peer Group Examples:

- Students/Experts
- Students/Career Coaches
- Students/Career Services



Informal Mentoring

BENEFITS

- Mentoring opportunity for alumni
- No schedule syncing
- Diversifies career coaching
- Allow alumni to connect and give back to students


CONSIDERATIONS

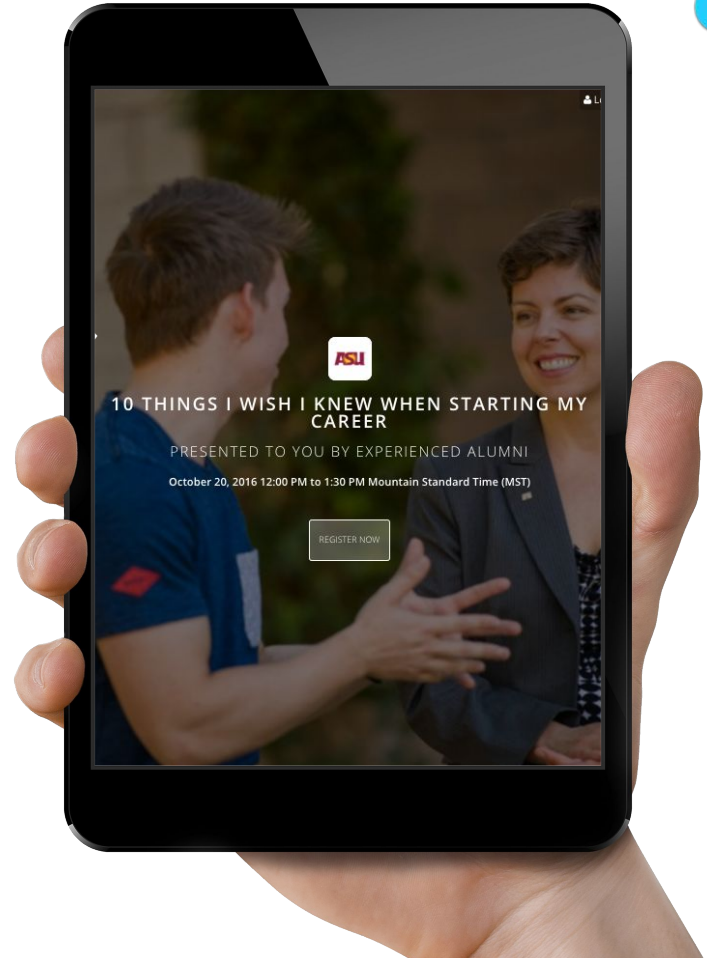
- Requires a strong focus on marketing to ensure appropriate peer group ratios
- Peer reviews of career documents may not be in accordance with career services standards
- Attendance can be varied



Arizona State University



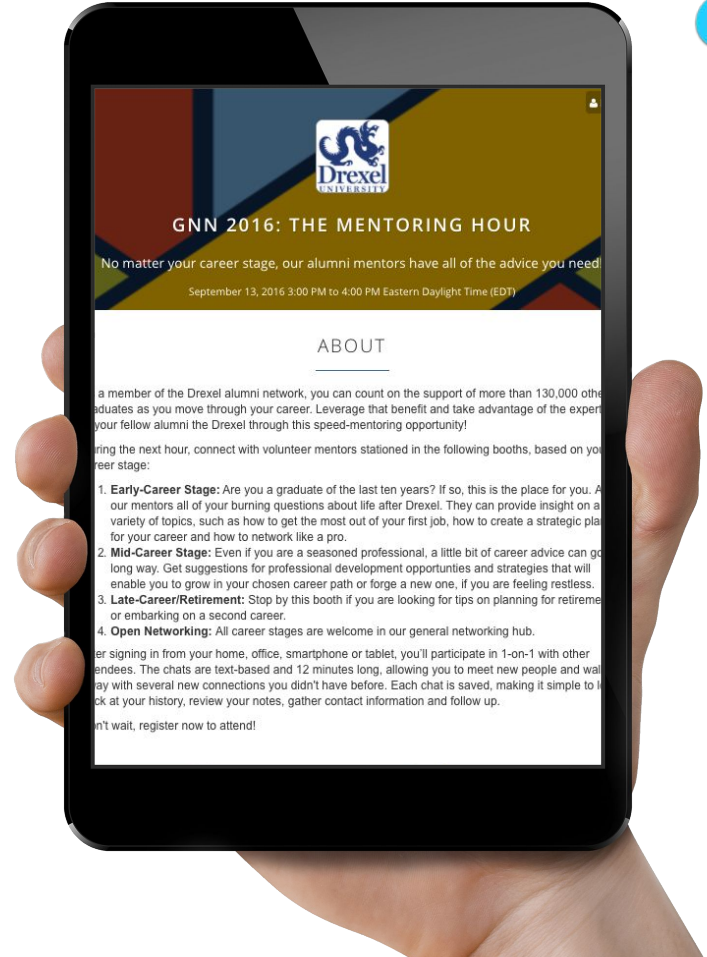
- Students/Alumni were able to **connect freely** to share advice about starting a career
- Included “The Why” on registration form-- “what brought you to this event?” 
- **Diversifies your career coaching** - recent alumni want to talk to alumni who live where they’re headed, were involved in similar activities and took the same classes



Drexel University



- Connected alumni with volunteer mentors
- Booths broken down by different stages of career (early-late)
- ***From our client!***
 - “We received great feedback and our volunteers thought it was a great use of their time and way to give back!”



Back to Control Center, we go!



1. No Need To Add Representatives



brazen control center Home Account

ACCOUNT Brazen Technologies **EVENT** Informal Mentoring

EVENT HOME > BOOTHs > LANDING SCREEN > REGISTRATION > REGISTRANTS > REPORTS > ACTIVITY LOG > SETTINGS >

Booths

ADD BOOTH

Student/Alumni Networking

SETTINGS CONTENT **ADD REPRESENTATIVES**

1

Since this is **mixed networking** (alumni and students) there's no need to add representatives. We can skip this step, sweet!

Chat Settings

Max. Chat duration 10 minutes.

EDIT

Discussion Feed Settings

☐ visible before event starts

☐ visible during event

☐ visible after event ends

EDIT

2. Change Peer Groups



The screenshot displays the Brazen Control Center interface. The top navigation bar includes links for Home, Accounts, Tools, Help, and a user profile for Hadley Roberts. The left sidebar contains a menu with options: EVENT HOME, BOOTHS, LANDING SCREEN, REGISTRATION, REGISTRANTS, REPORTS, ACTIVITY LOG, and SETTINGS. The SETTINGS menu is expanded, showing sub-options: Connections, Chats, Emails, Google Analytics, Event Content Blocks, and Broadcast Messages. The main content area is titled 'Event Connection Settings' and includes a description: 'Use this page to adjust the names of the peer groups that your alumni and students choose during the registration process.' Below this, there are two settings cards. The first card states 'This event connects Students with Alumni' and has an 'EDIT' button. The second card, which is highlighted with a red box and a red circle '2', contains two settings: 'Let registrants identify if they are Students or Alumni' and 'Alumni can be assigned as booth representatives', both with 'EDIT' buttons. A red arrow labeled '1' points to the 'EDIT' button of the second card. A speech bubble points to the top of the second card with the text: 'Here, you can choose the peer groups that your alumni and students choose during the registration process.'

brazen control center

Home Accounts Tools Help Hadley Roberts

ACCOUNT Brazen Technologies

EVENT Informal Mentoring

EVENT HOME

BOOTHS

LANDING SCREEN

REGISTRATION

REGISTRANTS

REPORTS

ACTIVITY LOG

SETTINGS

Connections

Chats

Emails

Google Analytics

Event Content Blocks

Broadcast Messages

Event Connection Settings

Use this page to adjust the names of the peer groups that your alumni and students choose during the registration process.

This event connects **Students** with **Alumni**

EDIT

Let registrants identify if they are **Students** or **Alumni**

Alumni can be assigned as booth representatives

EDIT

Here, you can choose the peer groups that your alumni and students choose during the registration process.

1

2

Marketing-Client Examples



Cat Chats enables you to receive personalized professional development advice and expert recommendations - all from the comfort of your couch! Chat 1:1 with a certified alumni career counselor online from your cell phone, tablet, or computer.

This free, online event is great way to receive quick advice on:

- Career exploration, career change
- Identifying marketable skills
- Resume, cover letter, and LinkedIn profile critiques
- Customizing a job search campaign
- Employer, company, and industry research
- Interview preparation

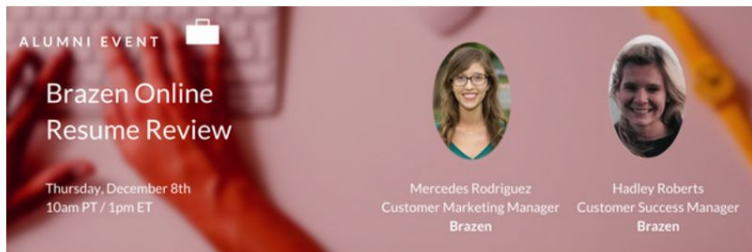
All are welcome and drops-ins are accepted!

Click here to reserve your 1:1 career chat now and find our tips for making the most of your 10 minute session!

CAT CHATS: 1 on 1

- **Optimizing your messaging starts with the event Title and Subtitle**
 - Online Resume Review
 - Resume Review Workshop
 - Ask the Expert
 - Online Career Prep Workshop
 - Resume Review Hour
 - Join Hadley every Wednesday for resume review help!
 - Alumni Resume Critique Day
- **Use a clear, relevant call-to-action**
- **Clearly outlines the benefits for your alumni/students**

Sample Marketing Email



Hi there,

Whether you're just starting your career or an experienced professional, keeping your resume up to date in a competitive and rapidly evolving job marketplace is essential. On Thursday, Dec 8th at 1PM, Brazen is hosting an Online Resume Review, you'll be able to chat one on one online with a Mercedes Rodriguez from Brazen to receive individualized professional advice and ask questions specific to your career goals.

On the day of the event, [login from your smartphone, tablet or computer](#) to chat one on one with resume reviewers. The text-based chats are 10 minutes long, allowing you to receive actionable feedback about your resume and career goals quickly.

After you finish, or while you wait, enjoy networking with other Brazen alumni from all over the world and add your new connections to your LinkedIn network. Don't wait until you're actively looking for a job to update your resume!

SIGN ME UP

How to prepare:

- Update your resume and save as a PDF or .Doc file
- Login and upload your resume
- Have a list of questions ready to go to ask our resume reviewers.
 - What do you suggest if I want to move into ___ field?
 - Can I ask for your advice on ___?
 - What format would be best to display my unique qualifications?
 - How should my LinkedIn reflect my resume?

During the session:

- Enter the booth(s) of the reviewer(s) you are interested in connecting with
- Click the green button to get in line to chat
- You will have 10 minutes to chat with a reviewer, ask questions, and receive feedback

After your resume review:

- Use the advice from your reviewer(s) to update your resume
- Schedule an appointment with Brazen if you need additional help! You can reach us at success@brazen.com.



Questions?



Thank You



Hadley Roberts
*Customer Success
Manager*

hadley@brazen.com

Customer Success Site:

<https://success.brazenconnect.com/hc/en-us>



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