

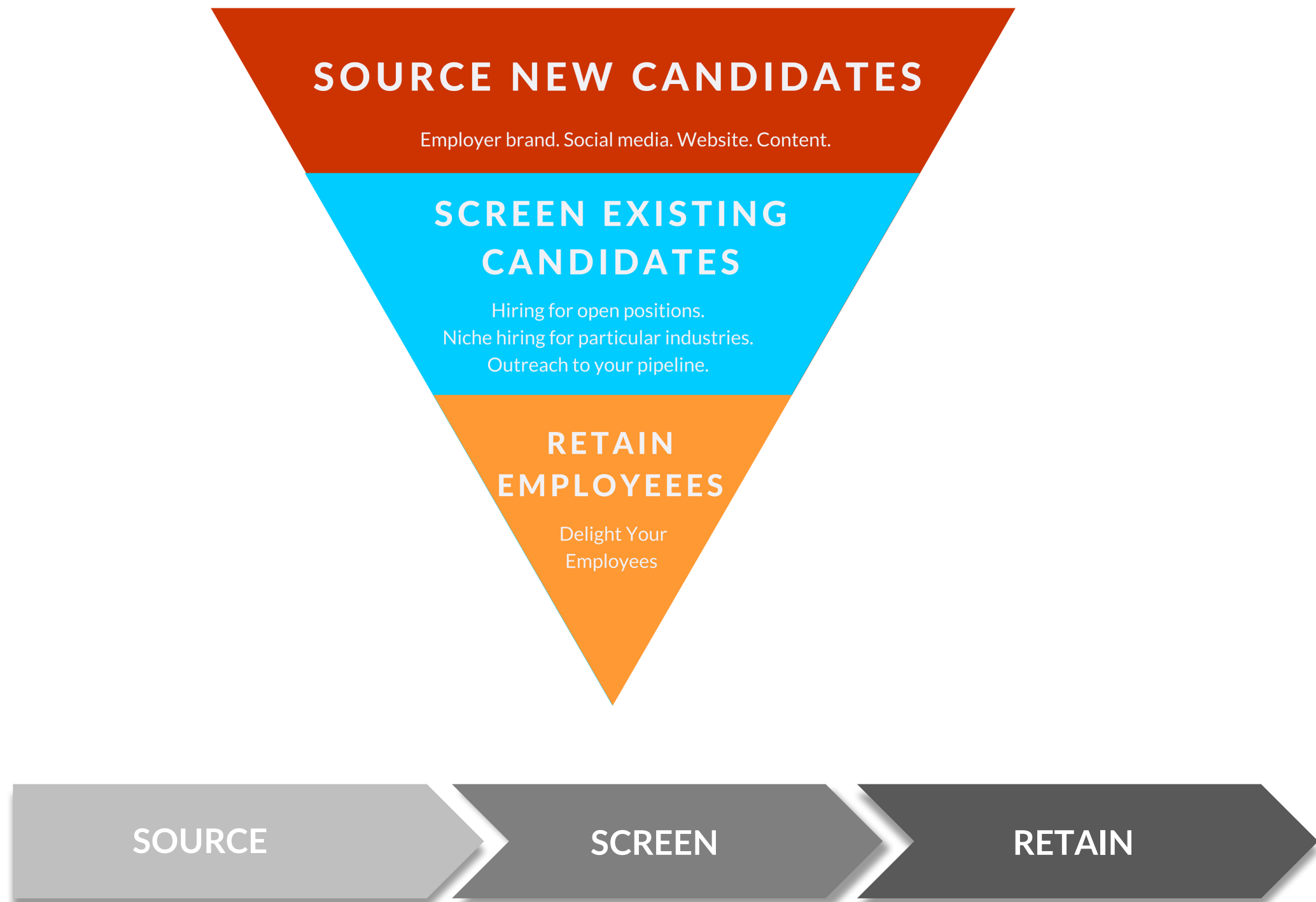


## Event Planning Guide December 2016





# The Candidate's Journey





# Choose Your Goal

## Source New Candidates:

My goal/challenge is to build more pipeline and lower the barrier to entry

## Screen Existing Candidates:

My goal/challenge is to engage candidates already in the pipeline to prevent them from leaving

## Retain Employees:

My goal is to retain my existing audience

SOURCE

SCREEN

RETAIN



# Weekly Office Hours



[Login](#)

**Anthem**

ONLINE RECRUITER OFFICE HOURS FOR  
TECHNOLOGY TALENT

CHAT 1:1 ABOUT CAREERS AT ANTHEM, INC.

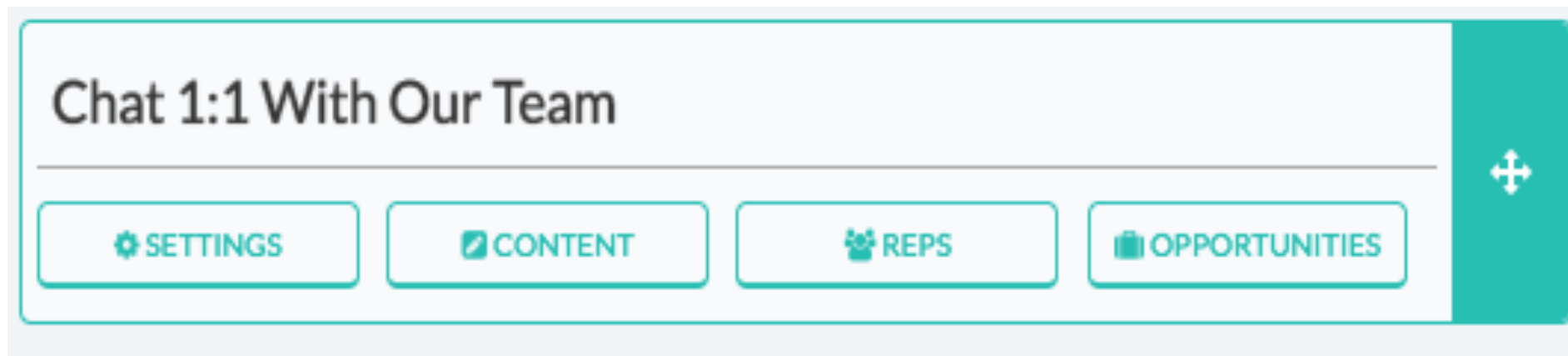
December 6, 2016 12:30 PM to 1:30 PM Eastern Standard Time (EST)

[REGISTER NOW](#)

SOURCE

# Chat 1:1 with Technology Talent

## DISCUSSION BOOTHS



- Weekly office hours
- Open to new and existing talent in your pipeline
- Learn more about technology opportunities

SOURCE





# Virtual Career Fair for State Colleges

 Login

## RAYTHEON STATE COLLEGE VIRTUAL CAREER FAIR

WE ARE HIRING NOW! CHAT 1:1 WITH OUR HIRING TEAMS!

December 14, 2016 1:00 PM to 3:00 PM Eastern Standard Time (EST)



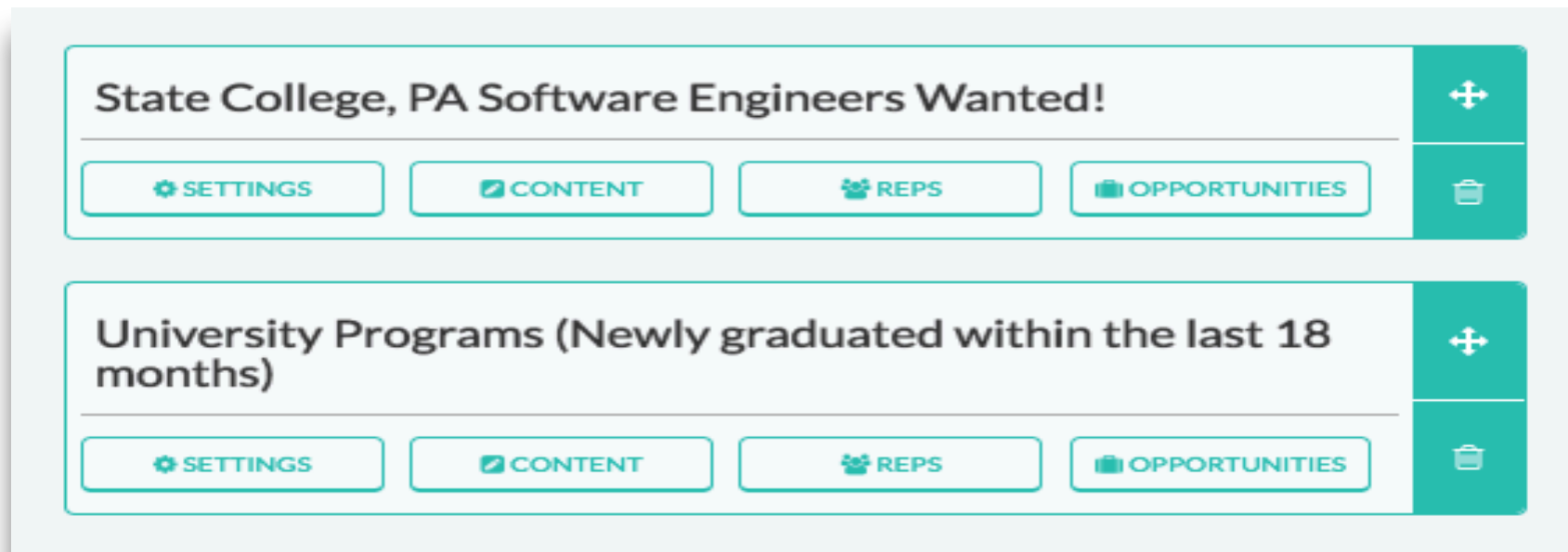
SOURCE





# Engineers and New Graduates Wanted!

## DISCUSSION BOOTHS



- Niche hiring event for alumni
- Source candidates for engineering positions, or young alumni who graduated within the last 18 months

SOURCE



# Interview Preparation

Liz Kelin



## PREPARE FOR YOUR INTERVIEW WITH MICROSOFT

Connect with us 1:1 through chat from your smartphone or laptop

June 24, 2016  
3:00 PM to 5:00 PM (EDT)

REGISTER

SOURCE

SCREEN





# Keep your applicants engaged

## DISCUSSION BOOTHS

Ask a Recruiter

SETTINGS CONTENT REPS OPPORTUNITIES

Ask an Engineer

SETTINGS CONTENT REPS OPPORTUNITIES

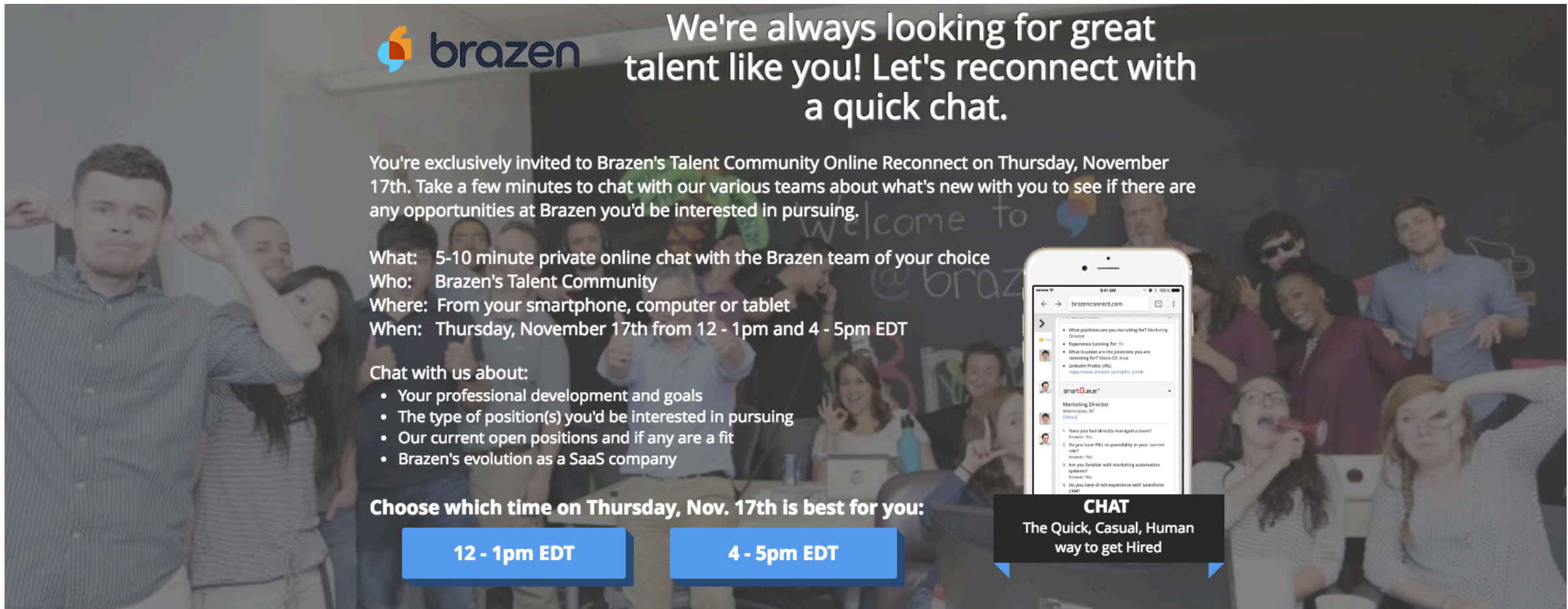
- Prepare your applicants for an interview with your team
- Provide a positive candidate experience for all applicants


SOURCE

SCREEN



# Re-engage Past Applicants



 We're always looking for great talent like you! Let's reconnect with a quick chat.

You're exclusively invited to Brazen's Talent Community Online Reconnect on Thursday, November 17th. Take a few minutes to chat with our various teams about what's new with you to see if there are any opportunities at Brazen you'd be interested in pursuing.

What: 5-10 minute private online chat with the Brazen team of your choice  
Who: Brazen's Talent Community  
Where: From your smartphone, computer or tablet  
When: Thursday, November 17th from 12 - 1pm and 4 - 5pm EDT

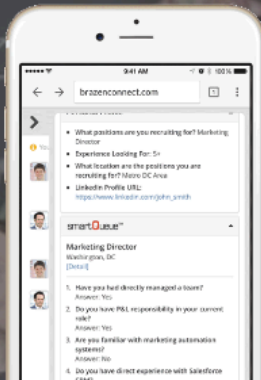
Chat with us about:

- Your professional development and goals
- The type of position(s) you'd be interested in pursuing
- Our current open positions and if any are a fit
- Brazen's evolution as a SaaS company

Choose which time on Thursday, Nov. 17th is best for you:

**12 - 1pm EDT**      **4 - 5pm EDT**

**CHAT**  
The Quick, Casual, Human way to get Hired



SOURCE

SCREEN



# Interview Preparation



**Things are moving fast here at Brazen and with our evolution comes new opportunities for you!**

Join our **Talent Community Online Reconnect on Thursday, November 17th** to chat with the Brazen team of your choice. This is your chance to tell us what you've been up to, hear more about the current openings at Brazen and chat about what may be right for you.

**Reserve your spot to chat today!**

Chats usually last less than 10 minutes and you can join from any device so don't miss out!

We look forward to chatting with you.  
Brazen



- Reach out to past applicants to join a Talent Community Online Reconnect
- Make it simple and easy for past applicants to learn more about your company (in this case, Brazen!)
- If these applicants have been sitting in your ATS, they now have even more experience than when they first applied

**SOURCE**

**SCREEN**





# Delight Your Employees

Login

## LIVE CHAT WITH REGISTERED DIETICIAN, MARGE CONNOR, FROM HEALTH & WELLNESS!

December 6, 2016 12:00 PM to 1:00 PM Central Standard Time (CST)

[REGISTER NOW](#)

SOURCE

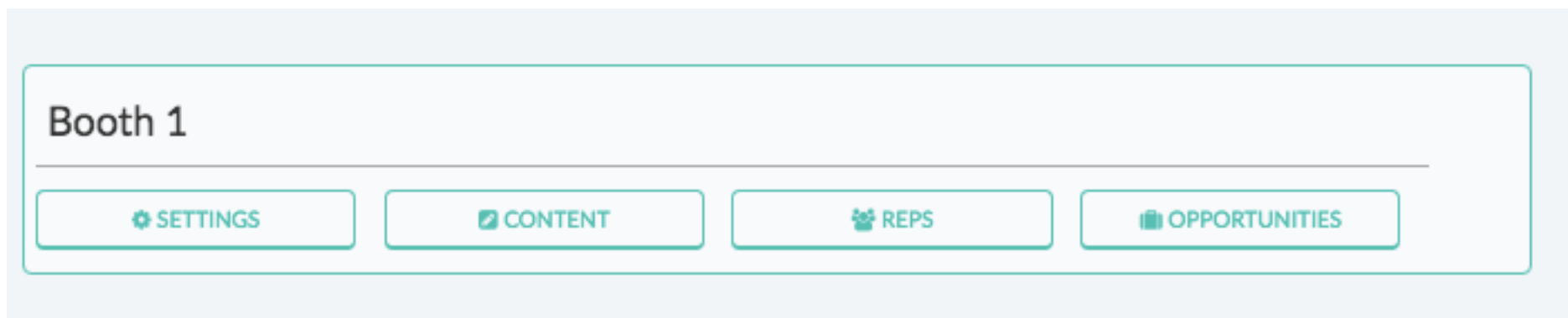
SCREEN

RETAIN



# Delight Your Employees

## DISCUSSION BOOTHS



- Offer your employees an easy way to get health and wellness help
- Promote happy and healthy employees by empowering them to get the expert advice they need

SOURCE

SCREEN

RETAIN