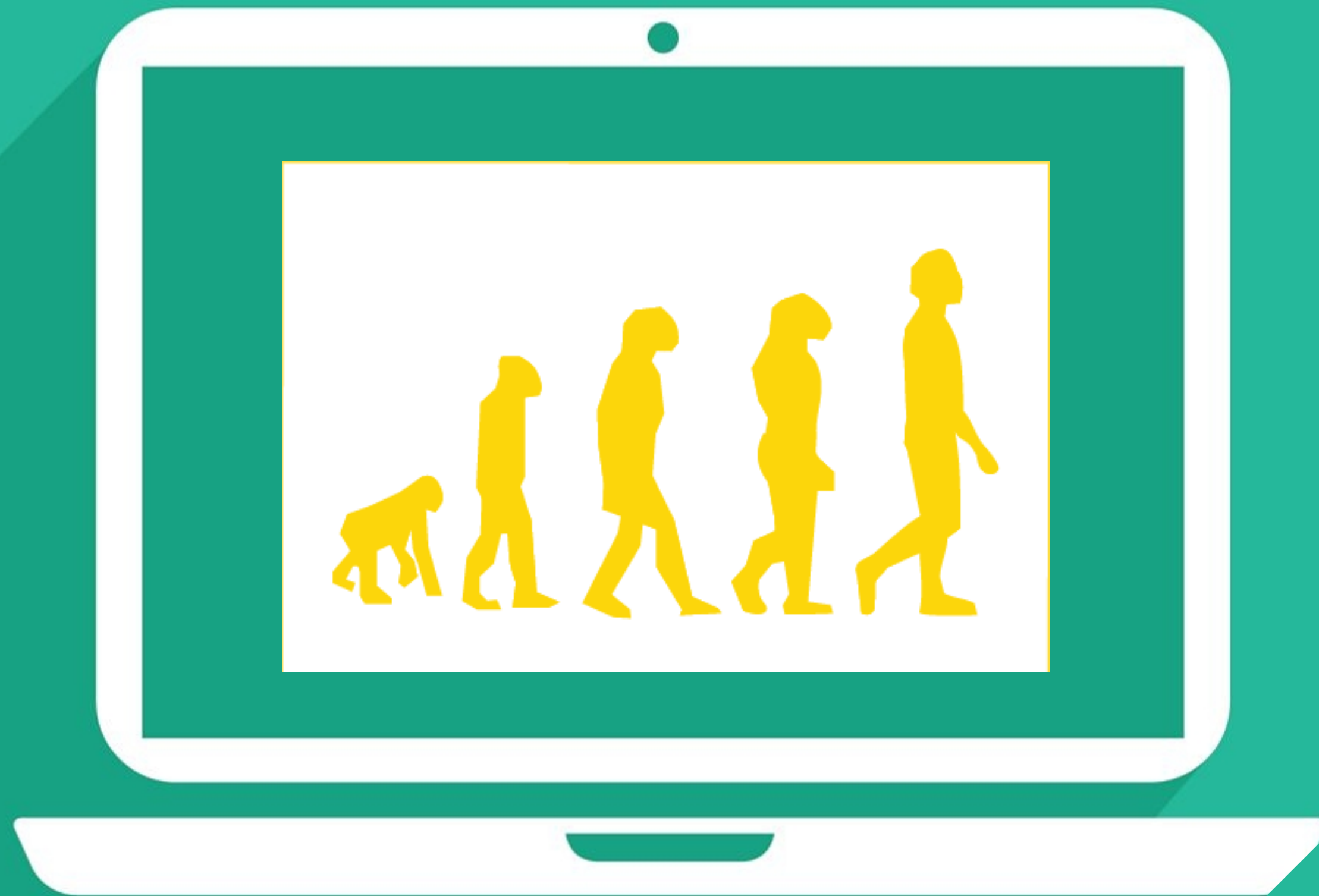


THE NEW VIRTUAL EVENT EXPERIENCE



VIRTUAL EVENTS HAVE EVOLVED



- A fresh and modern user interface that is easy to use and navigate
- A completely self-contained and branded experience that integrates seamlessly into your career site
- Interactive text, video and graphic content that is engaging
- Multiple communication modes: video, private chat, group chat
- An easy to use admin console with a powerful content management system
- Our 3rd generation platform was released in January 2020

OUR 3RD GENERATION PLATFORM DELIVERS MULTI-MEDIA CANDIDATE ENGAGEMENT

1

Live broadcasts

2

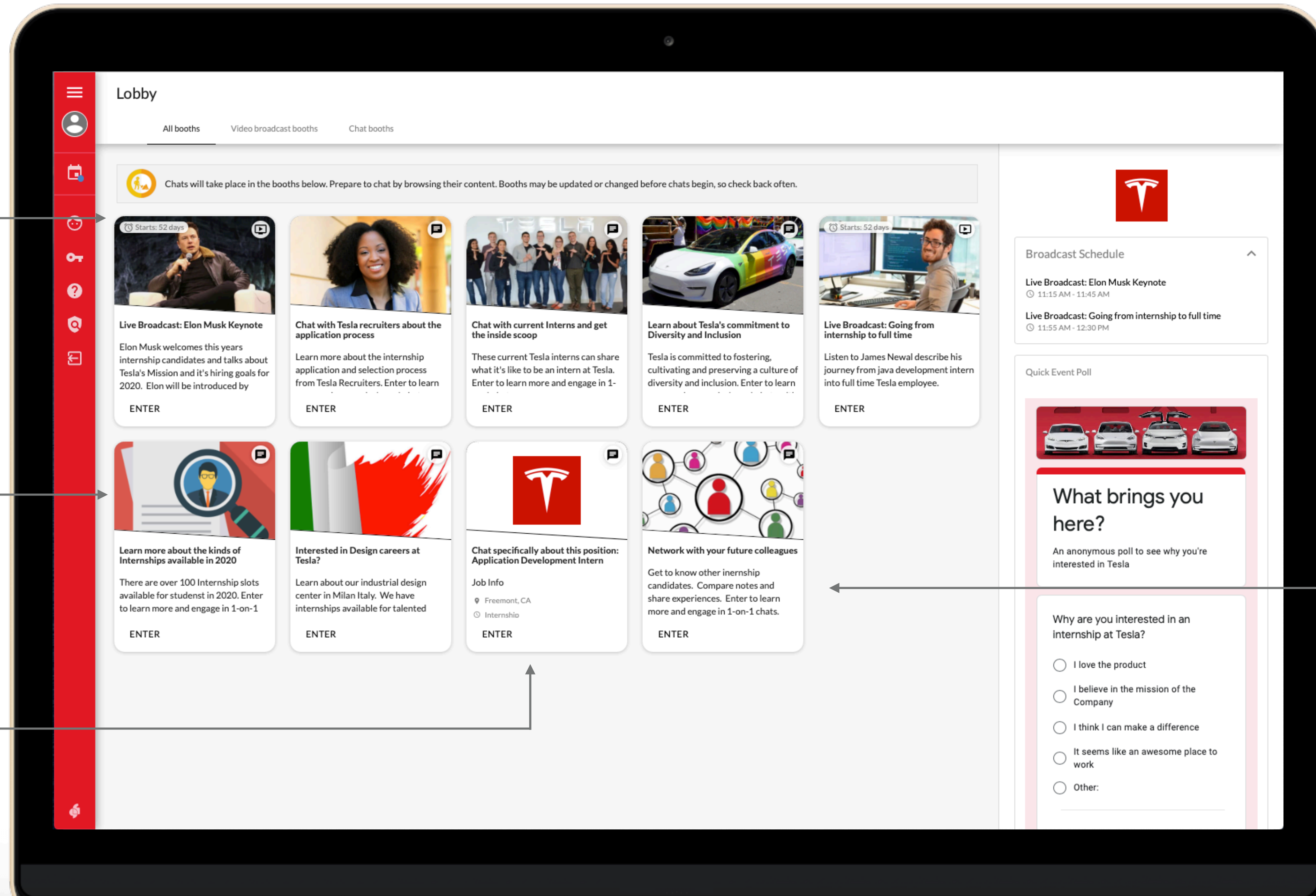
Private one-on-one chats

3

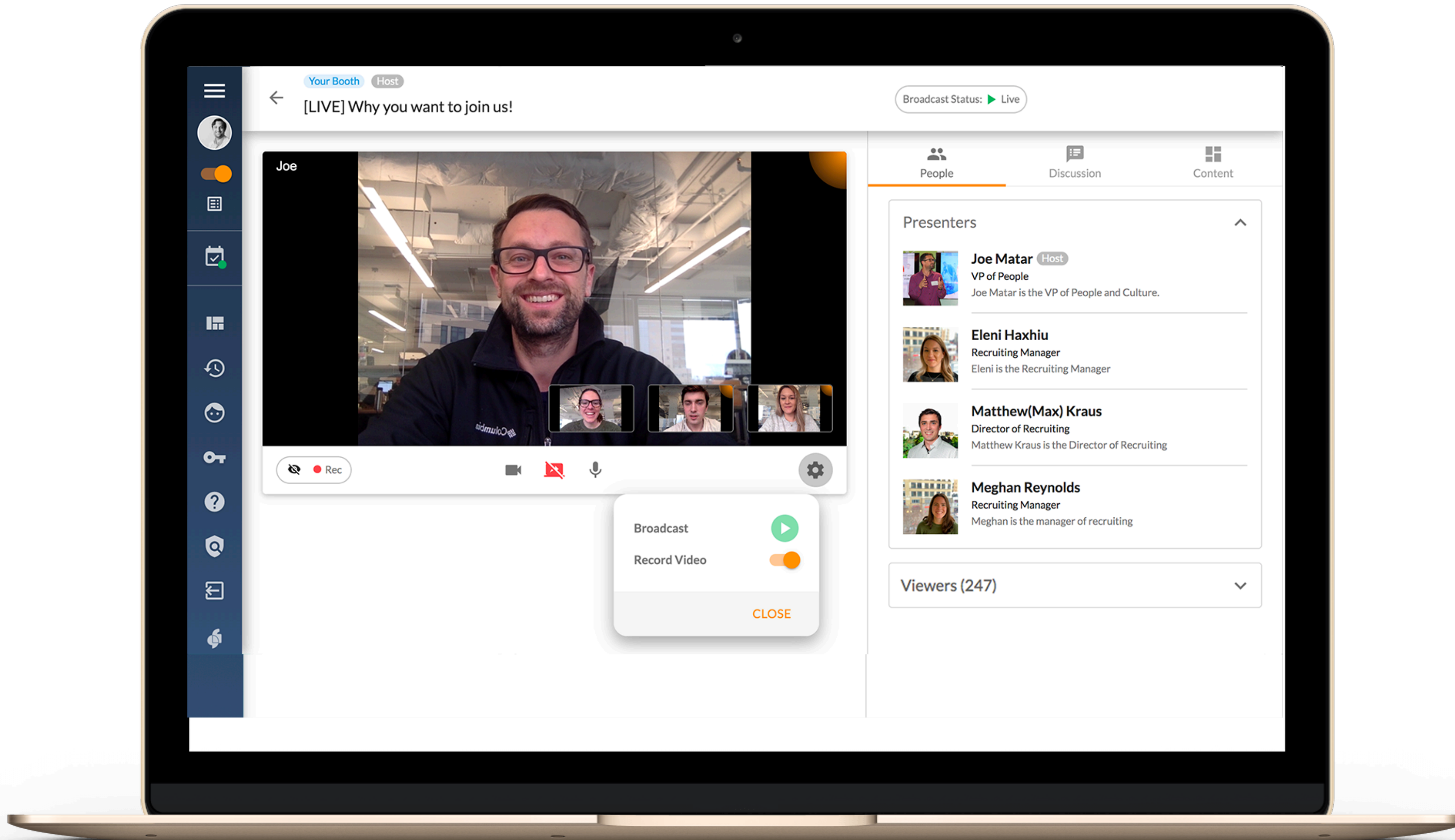
Job specific conversations

4

Peer-to-peer networking

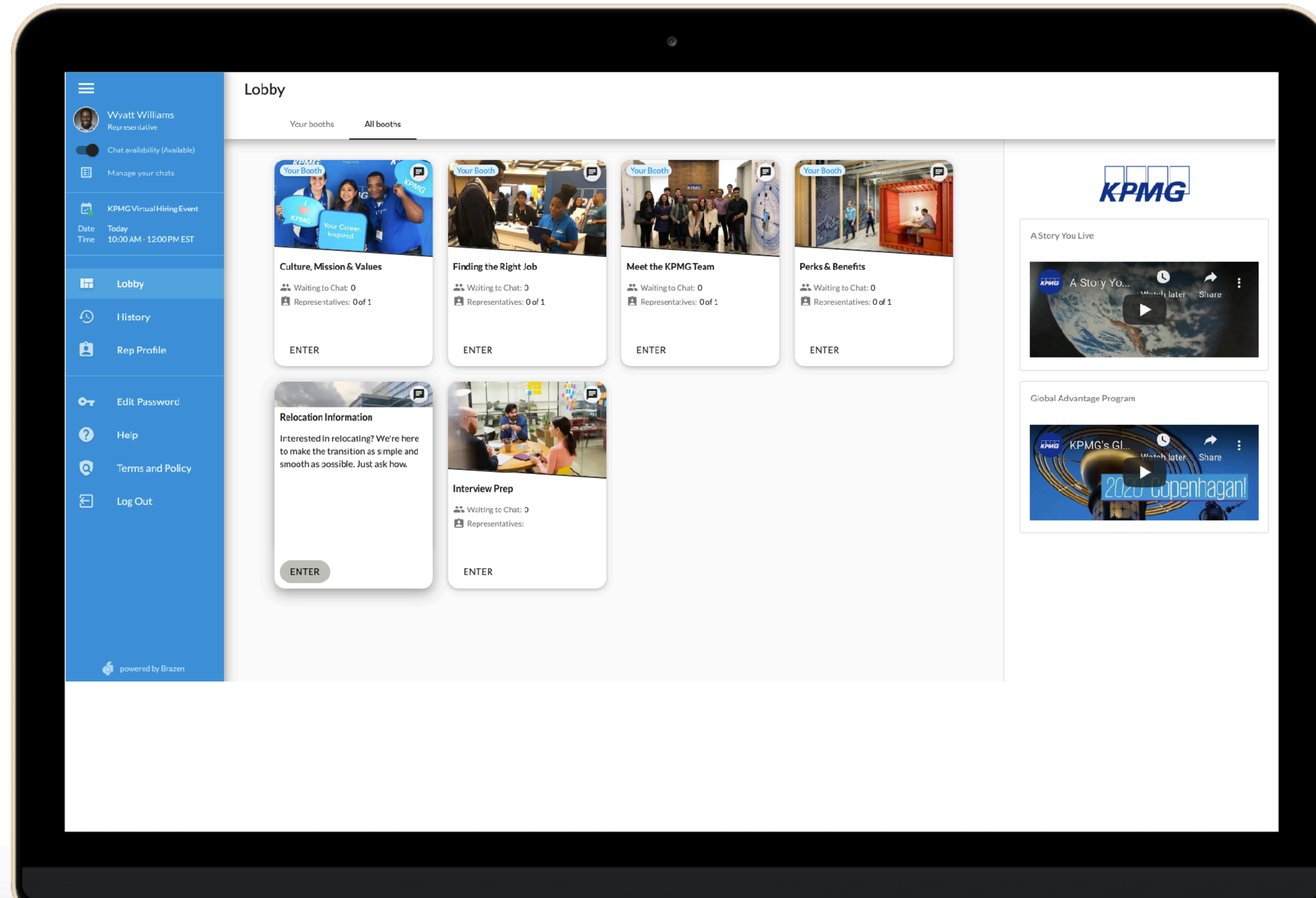


A VIRTUAL EVENT PLATFORM DESIGNED SPECIFICALLY FOR TALENT ACQUISITION



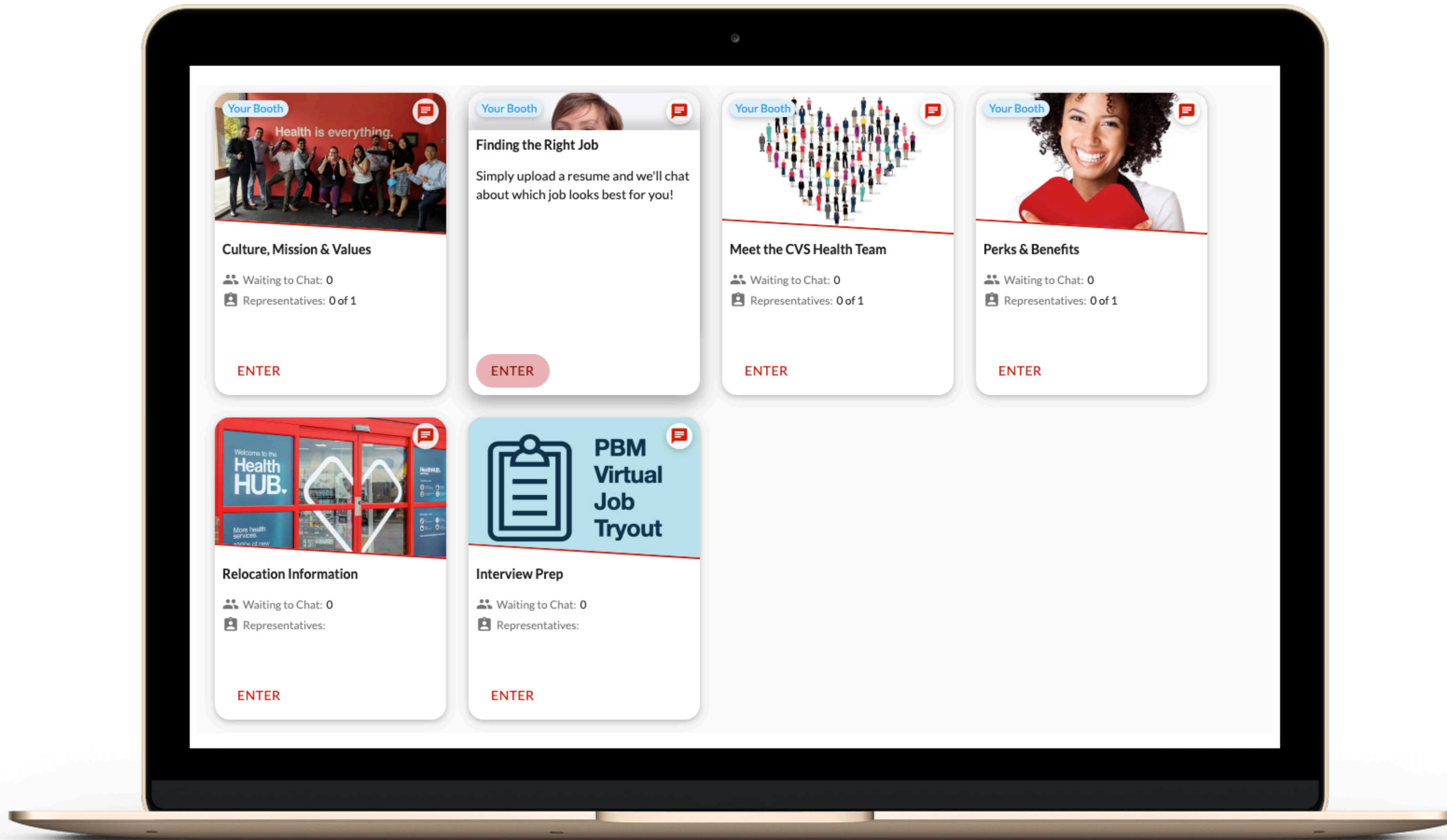
- Leverage your employer brand to convert job traffic into engaged candidates
- Bring recruiters, hiring managers and employee ambassadors into events easily to communicate your company culture and values
- Use one-on-one text interaction to convert candidates into applicants and hires
- Use videos and other content to educate candidates and push them further down the hiring funnel

A PLATFORM DESIGNED TO LET YOUR EMPLOYER BRAND SHINE



- Brazen virtual events are designed to convey your employer brand and “voice”
- A powerful, yet easy to use content management system allows you to fully customize the event experience to fit your branding requirements
- Integrate your events with your career site with a seamlessly branded experience

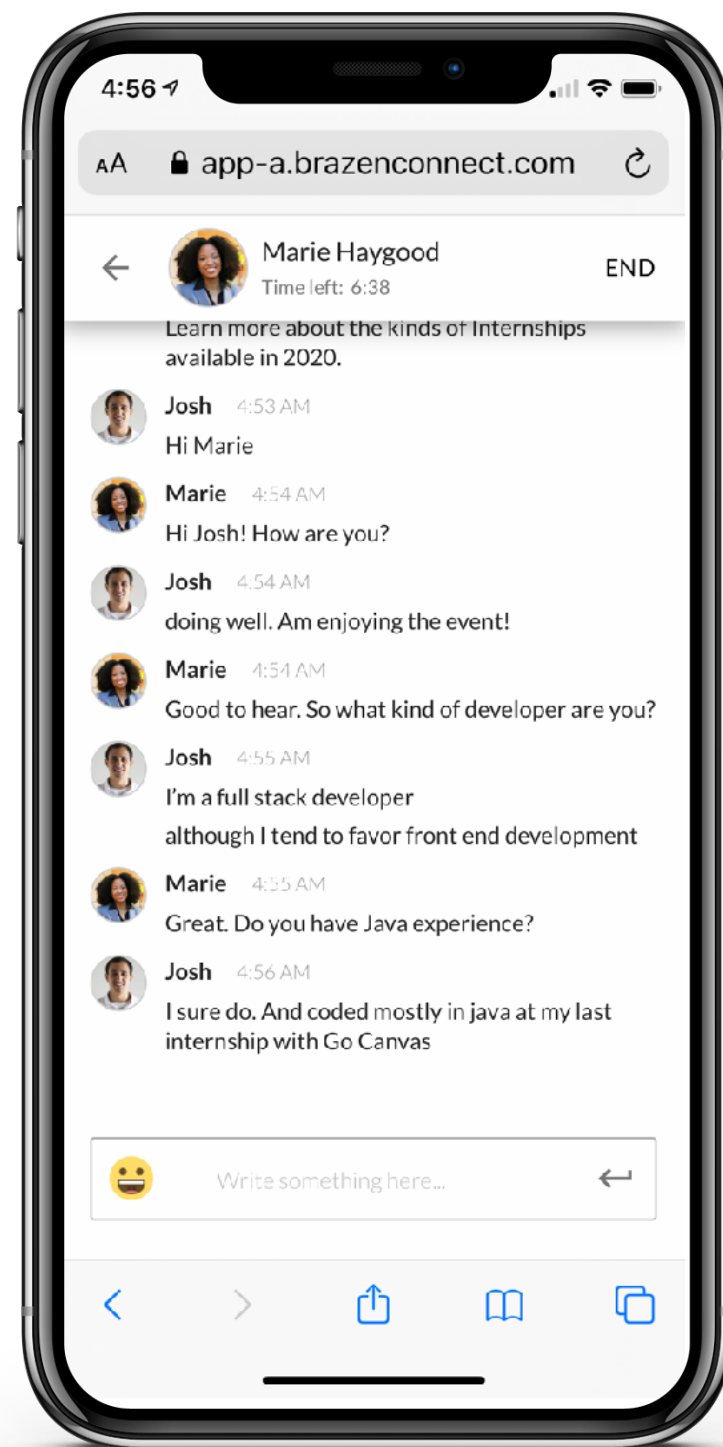
A WIDE RANGE OF USE CASES THAT ARE LIMITED ONLY BY YOUR IMAGINATION



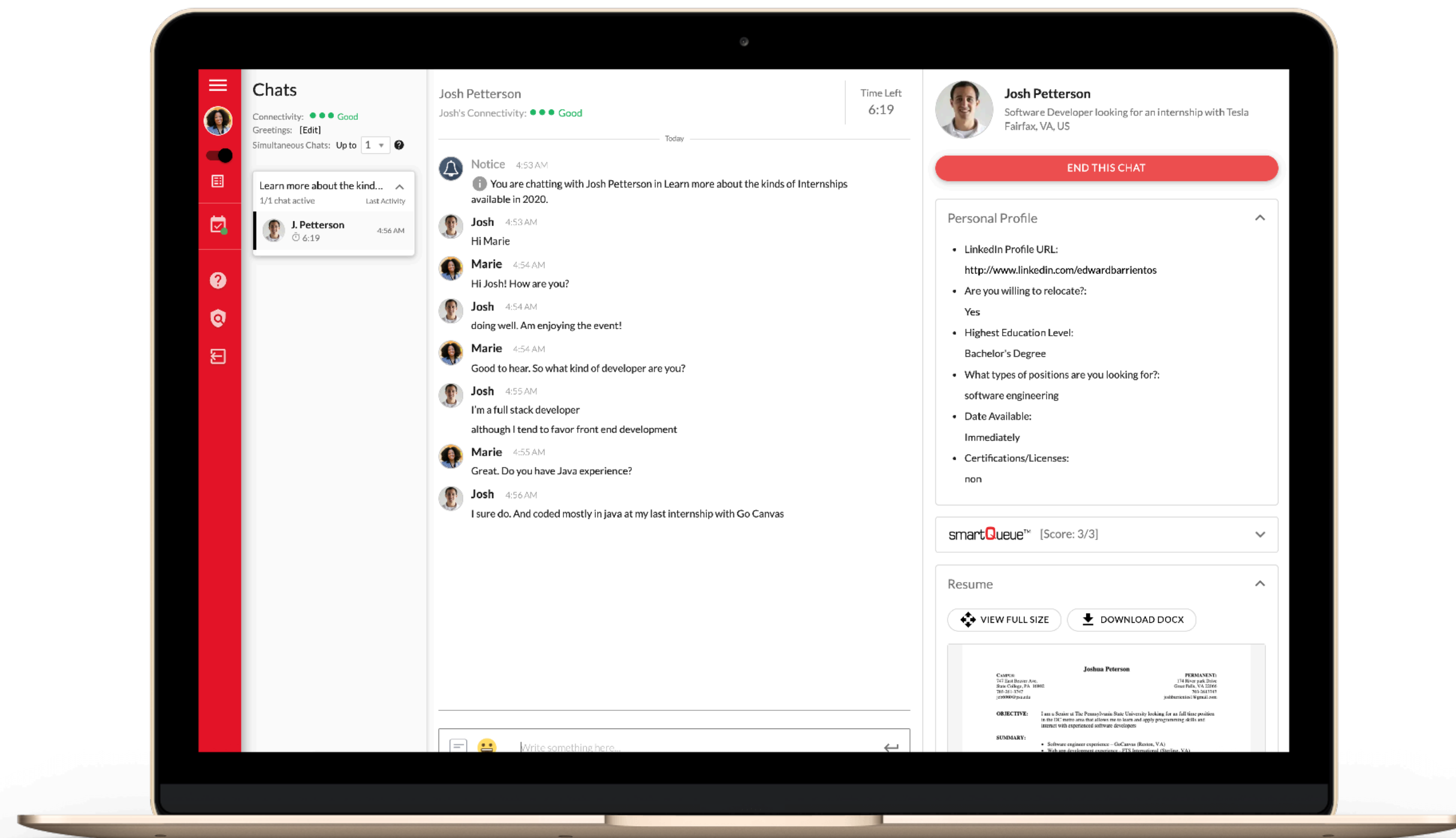
- Enterprise-wide external hiring events
- Team-specific hiring events
- Monthly/weekly recruitment “office hour” chats
- Campus recruitment career fairs
- Veteran & diversity hiring events
- Internal hiring/networking events
- Employee engagement events

OUR PLATFORM IS OPTIMIZED FOR ONE-ON-ONE DIALOG BETWEEN CANDIDATES AND RECRUITERS

Candidate Experience

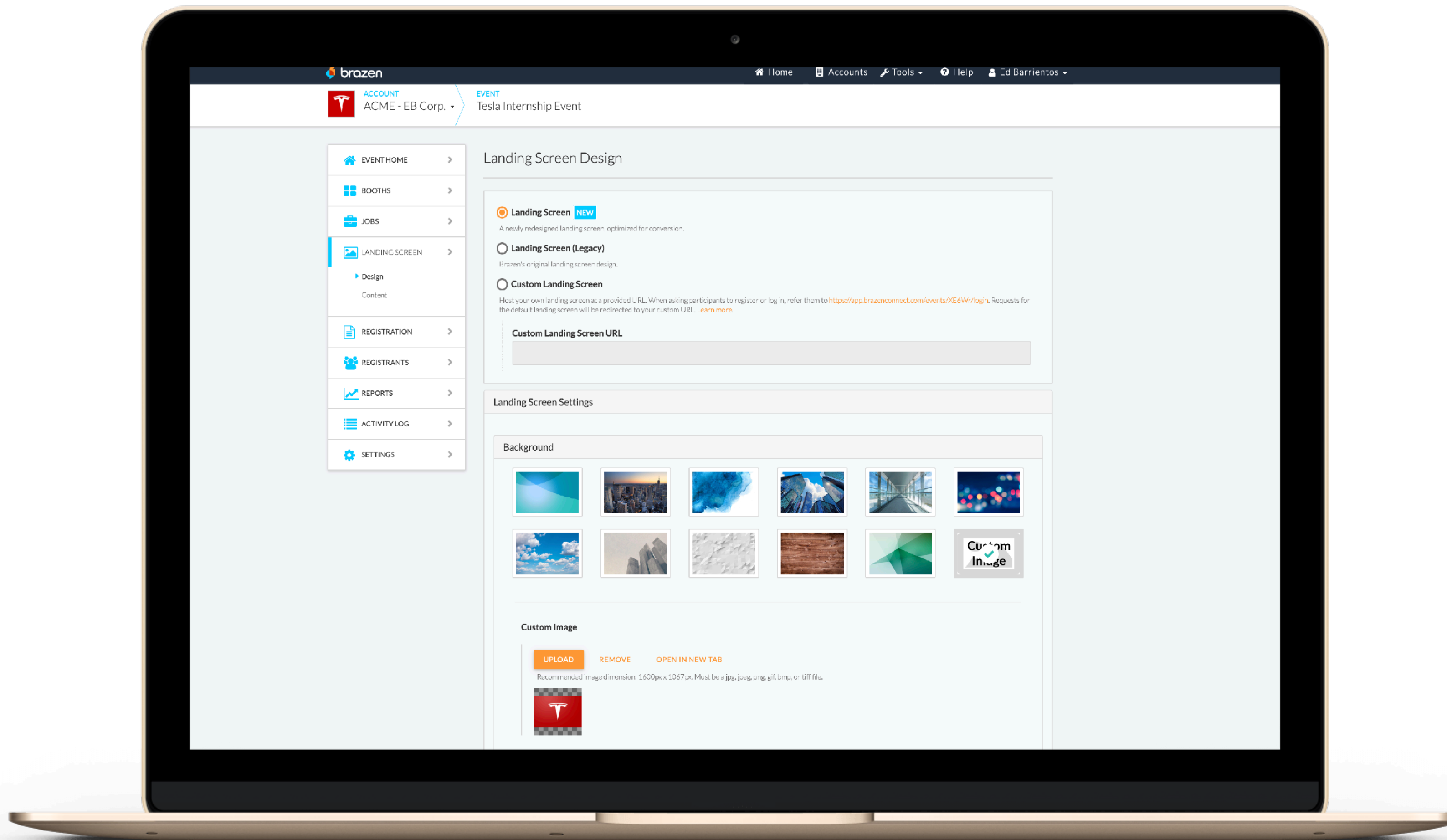


Recruiter Experience



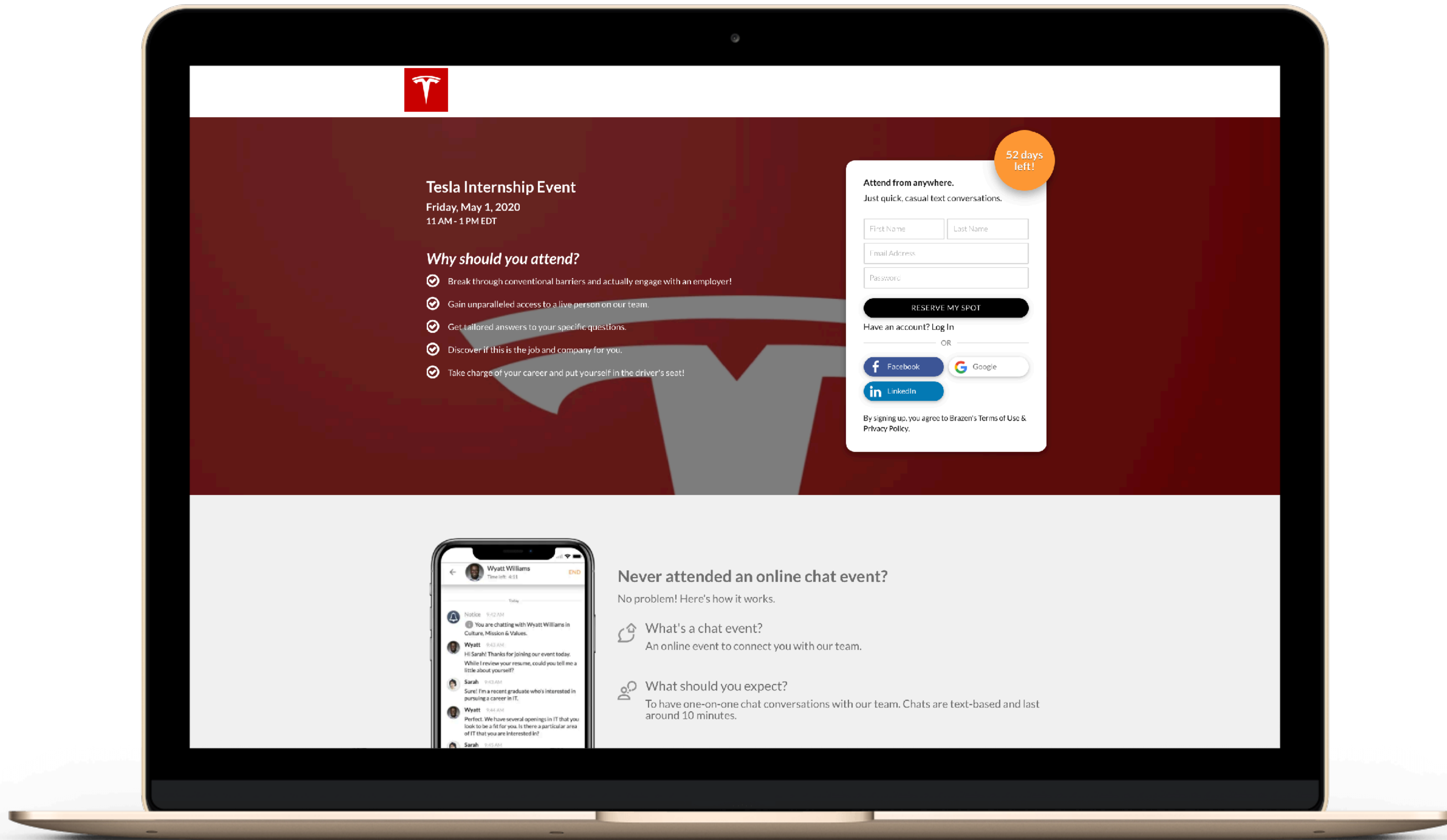
- One-on-one communication is facilitated through text-based chat
- Recruiters can see candidate registration data as well as resumes and other useful information needed to ensure informed chats
- Participants can take part in the event with either a laptop or mobile device

CREATING AND MANAGING EVENTS IS SIMPLE AND COMPLETELY IN YOUR CONTROL



- Whether you use Brazen-designed templates or create your own, building events is simple
- The Brazen admin dashboard lets you manage events, candidates and representatives of your company who will be taking part in the event
- Everything you need is in one simple location

MARKETING YOUR EVENTS IS EASY AND INTEGRATED INTO THE PLATFORM

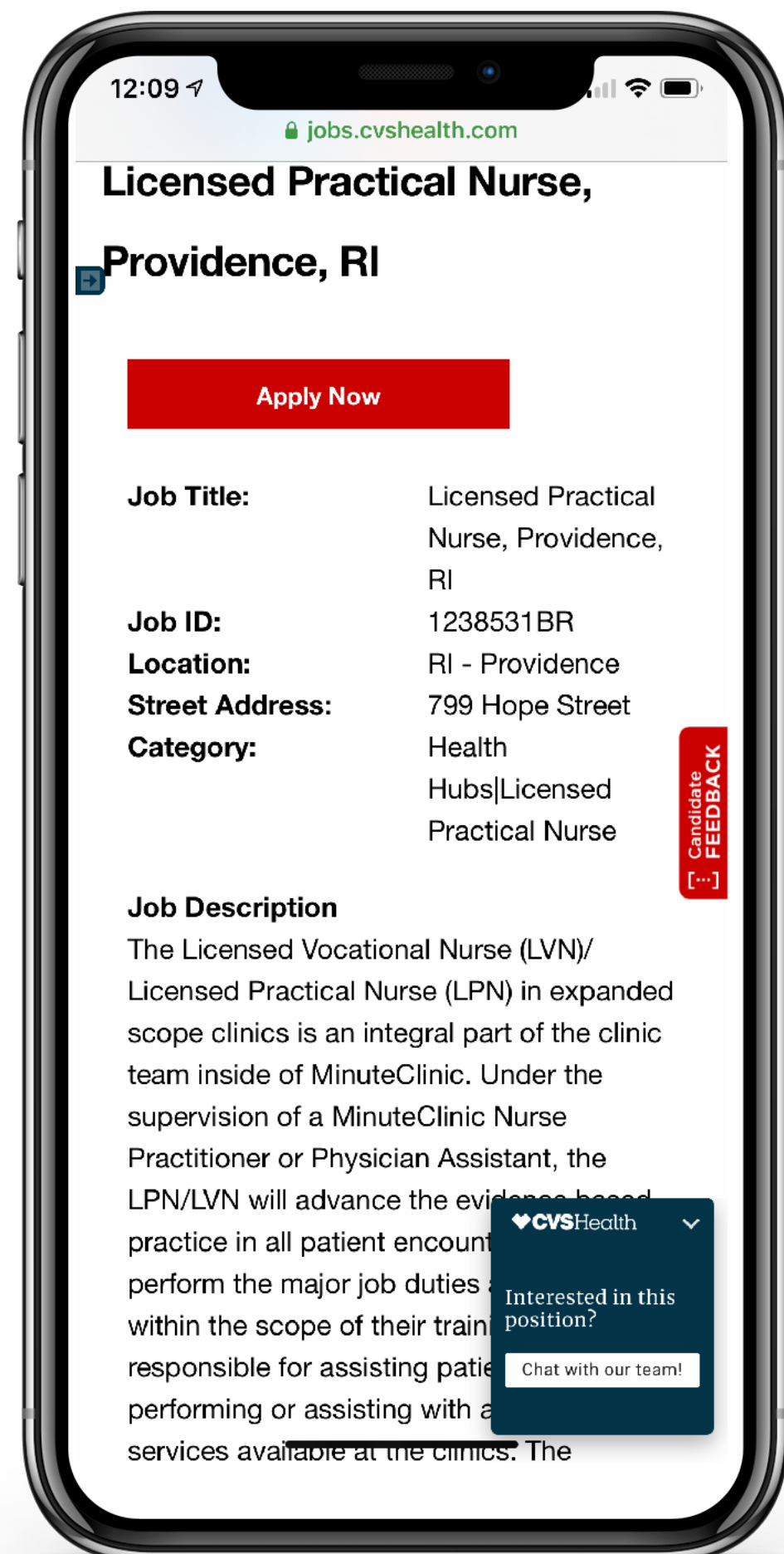


There are three ways of getting candidates to your events:

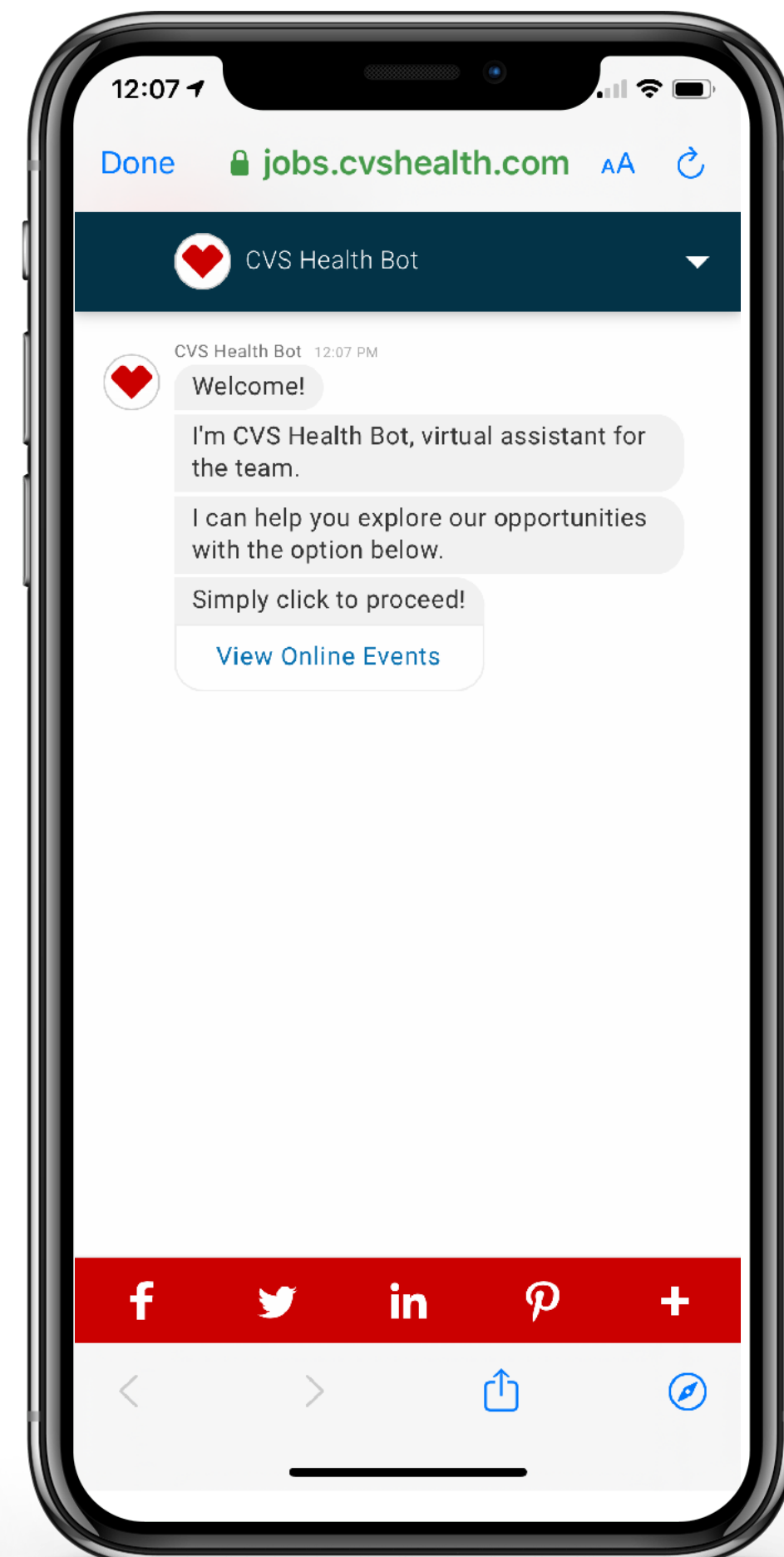
- Promote your events on your career site and/or specific job requisitions and offer candidates that are not yet ready to apply the chance to participate in a hiring event
- Send email invitations to candidates you have in your CRM or ATS
- Let Brazen help with promoting your events to our partner network of job career sites

INTEGRATE YOUR VIRTUAL EVENTS INTO YOUR CAREER WEBSITE AND HIRING PROCESS

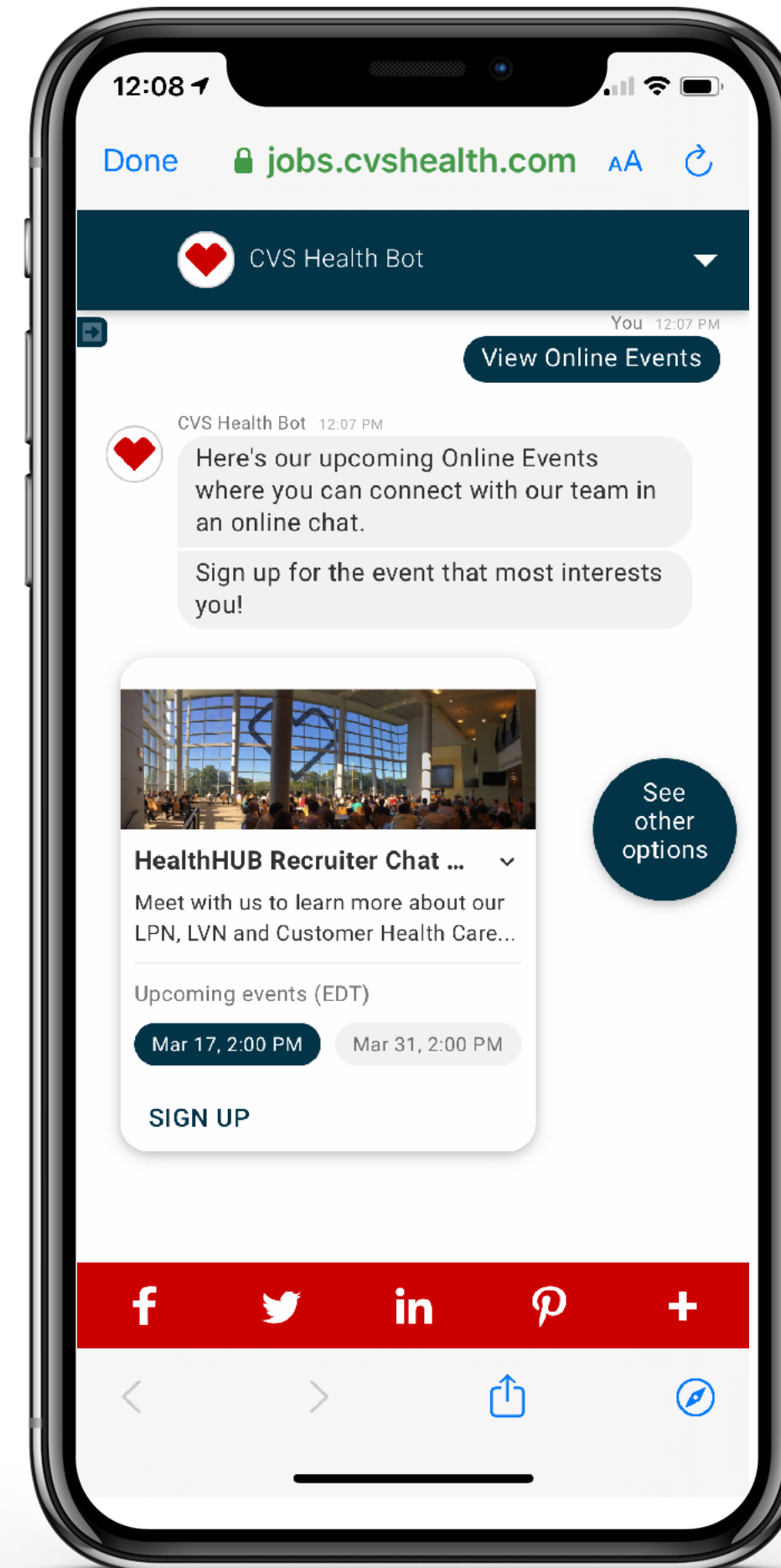
STEP 1 Reduce Bounce



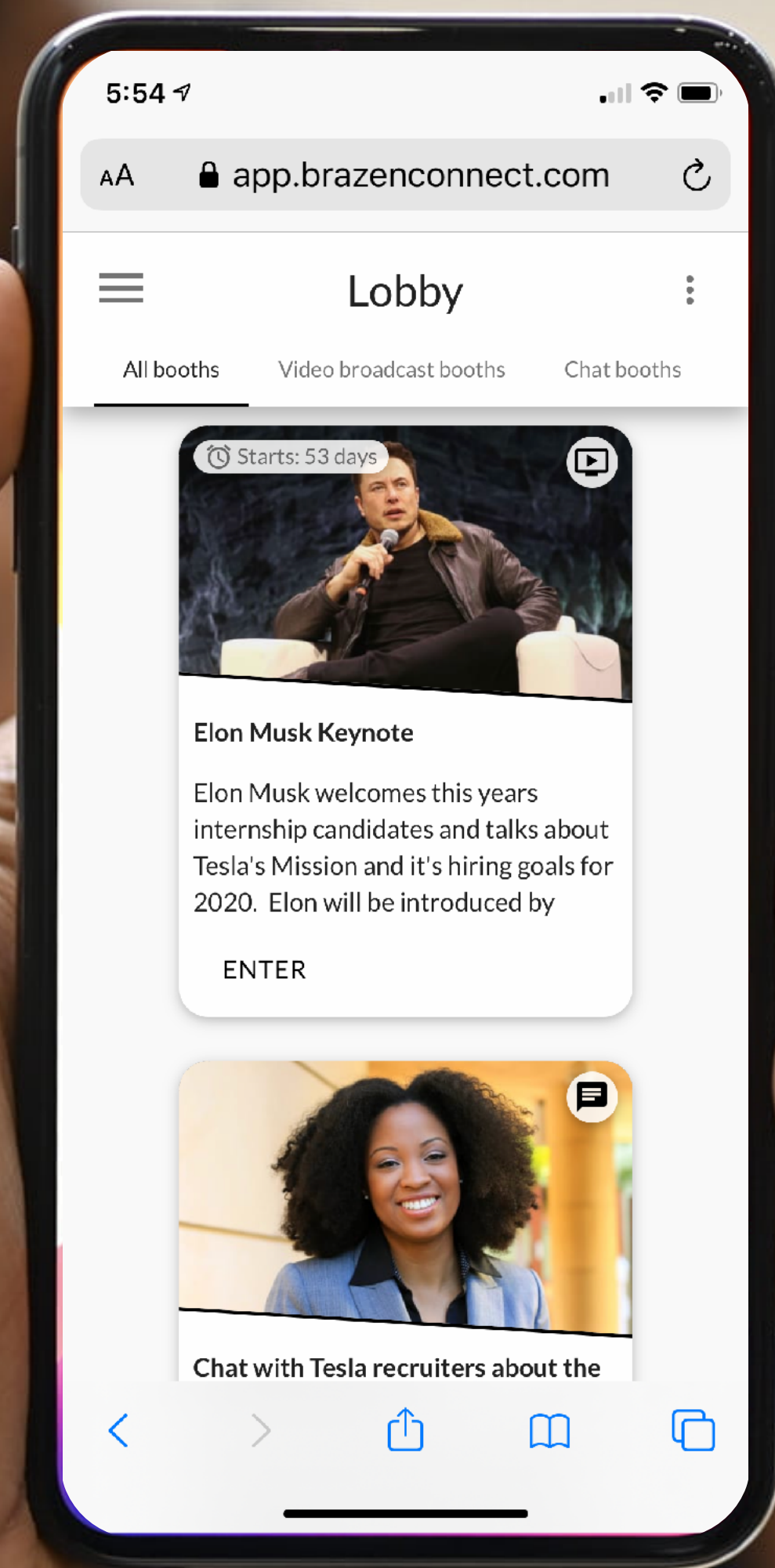
STEP 2 Promote



STEP 3 Convert



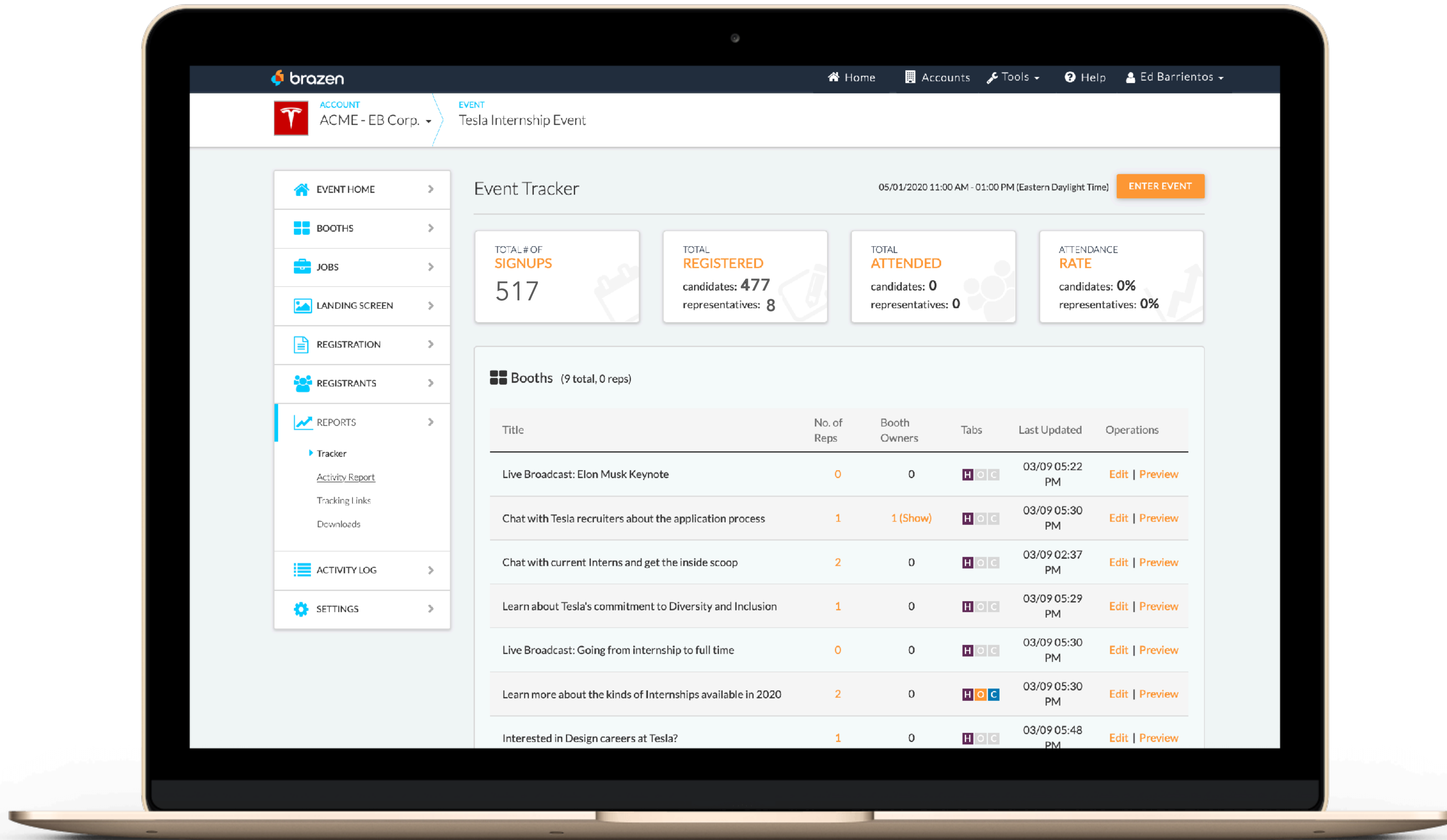
- You are paying for job req and career site traffic (Indeed, Monster, etc.) and only 10% on average apply. Get more out of every advertising dollar by giving 90% of candidates a better path to engagement
- Instead of having candidates “bounce”, let them sign up for your virtual events
- It's a seamless and conversion-friendly process
- Registration is bot-driven for efficiency



DESIGNED FOR MOBILE

- A completely mobile-optimized experience
- Most candidates attend Brazen virtual events via a mobile device
- SSO and social login features make mobile registrations simple and quick
- The user interface and the overall user experience have been developed with accessibility in mind

TRACK CONVERSIONS AND POST EVENT ANALYTICS



- Brazen's event dashboard provides a wide array of tracking and reporting tools
- Tracking links help you to determine which traffic sources are generating conversions
- Post event metrics help you to track the performance of your marketing efforts over time

BENEFITS AND ROI



KEY METRICS WE TRACK

Measuring virtual event effectiveness is critical in evaluating ROI. Brazen collects and reports the following key metrics

- Outreach conversions: number of candidates that start the event registration process
- Registrants: number of candidates that complete the event registration process
- Attendees: number of candidates that actually attend the virtual event
- Chats: number of one-on-one chats that took place during the virtual event per booth
- Quality of candidates: Recruiter ratings of candidates and assessments of “next steps”
- Candidate and recruiter experience: post event candidate and recruiter survey data



BENEFIT 1: REACH HIGHER QUALITY CANDIDATES

- Go broader: Remove geographical constraints and reach candidates anywhere and everywhere
- Go more niche: Target smaller and more granular talent pools efficiently (e.g., Diversity and Inclusion)
- Go native: Most candidates are digital natives, and are more likely to engage with you online than in person
- Go digital: Today's hiring process is all digital. Making your first contact with candidates online increases the likelihood of pushing candidates further down the funnel, and ultimately into hires
- Go Passive: By not forcing candidates to travel and making it easier for them to join an event from their phone, you tap into more passive candidates



BENEFIT 2: OPTIMIZE YOUR RECRUITING RESOURCES

- Your Time: Reduce time spent on travel
- Your Expenses: Reduce costs associated with travel, lodging and Branded materials (booths, swag, etc.)
- Your Response time: Reduce follow-up lag
- Your Conversions: Provide a powerful secondary call-to-action to job requisitions
- Your Sourcing budget: Improve ROI of candidate sourcing and advertising by reducing bounce and increasing traffic conversion

BENEFIT 3: IMPROVE YOUR HIRING OUTCOMES

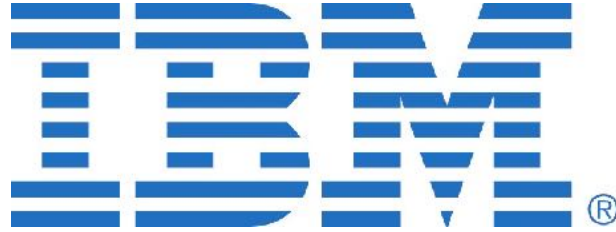
- A better candidate experience: Brazen's recently redesigned user interface delivers quality candidate experiences to all participants, candidate AND recruiters
- Faster time-to-hire: an all digital experience, integrated with both your career-site and your CRM/ATS* means that candidates can flow through your hiring funnel faster
- Lower cost-to hire: Virtual events have been proven to convert candidates at 2X the rate of other calls-to-action including the "Apply" button. These higher conversion rates tend to hold steady all the way to hire. Higher conversion rates translate to lower cost-to hire

** Some customers will need to manually transfer candidate data*

SOME OF THE BEST KNOWN COMPANIES ENGAGE AND HIRE WITH BRAZEN EVENTS



U.S. Department of Veterans Affairs



PRICING

SAMPLE OPTIONS – CAN MOVE UP OR DOWN FROM HERE!

Suggested Packages	Option 1	Option 2	Option 3
Seats	10 Seats	20 Seats	50 Seats
Video Broadcast	500 Sign Ups / Event	750 Sign Ups / Event	1000 Sign Ups / Event
Guest Seats	2 Bundles (20 Guest Seats)	3 Bundles (30 Guest Seats)	5 Bundles (50 Guest Seats)
Annual Price	\$56,500	\$78,500	\$119,500

**Options above can be customized on a per client basis.*

PRICING EXAMPLES – ALL CUSTOMIZED

-
- ▶ Virtual Event packages are based on Seats, Video Broadcast capabilities and Guest Seats
 - ▶ Contracts are annual with discounts for multi-year terms
 - ▶ Prices scale up and down based on volume, below are examples of price points at various levels.
 - ▶ **Recruiter Seats:** Allow a recruiter to participate in and/or create an unlimited number of virtual events
 - ▶ 10 seats: \$229 / seat / month
 - ▶ 20 seats: \$183 / seat / month
 - ▶ 50 seats: \$138 / seat / month
 - ▶ **Video Broadcast (Brazen Live):** Allows for live streaming video broadcast within a virtual event. Live Streaming Events are capped at a set level of candidate sign ups, based on the package purchased
 - ▶ 500 Sign Ups Per Event: \$2,250 / month
 - ▶ 750 Sign Ups Per Event: \$3,000 / month
 - ▶ 1000 Sign Ups Per Event: \$3,825 / month
 - ▶ **Guest Seats:** Allows any hiring manager to participate one-time in a single virtual event, sold in bundles of 10
 - ▶ 5 bundles of 10 Guest Seats: \$2,500 / bundle / year
 - ▶ 10 bundles of 10 Guest Seats: \$2,375 / bundle / year

THANK YOU!

CONTACT: ASHLEY O'CONNOR
202.302.8870 | ASHLEY@BRAZEN.COM

