

# THE NEW VIRTUAL EVENT EXPERIENCE

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[illegible]

The laptop screen shows a web application with a red sidebar on the left containing navigation icons. The main content area is split into three panels:

- Chats Panel (Left):** Displays a list of chat conversations. The top chat is with 'Josh Peterson', showing a status 'Good' and a timestamp '6:19'. Below it, a preview of a chat message is visible: 'Learn more about the kind...'.
- Chat Window (Center):** Shows the active chat with 'Josh Peterson'. The header includes the user's name, status 'Good', and a 'Time left: 6:19' indicator. The chat history shows a series of messages:
  - Josh: 'You are chatting with Josh Peterson to learn more about the kinds of internships available in 2020.'
  - Marie: 'Hi Josh! How are you?'
  - Josh: 'I'm good! Are you going to the event?'
  - Marie: 'Good to hear. So what kind of developer are you?'
  - Josh: 'I'm a full stack developer although I tend to favor front-end development.'
  - Marie: 'Great. Do you have Java experience?'
  - Josh: 'I sure do. And coded mostly in Java at my last internship with GoCanvas.'
- User Profile Panel (Right):** Displays the profile of 'Josh Peterson', a 'Software Developer' looking for an internship with 'Tesla', 'Facebook', and 'VUEJS'. It includes a red 'END THIS CHAT' button, a 'Personal Profile' section with links to LinkedIn and GitHub, and a 'Resume' section with a 'VIEW FULL SIZE' button and a 'DOWNLOAD DOCX' button. Below the resume is a preview of the resume document.

The image shows a laptop screen with a Zoom meeting in progress. The meeting title is "[LIVE] Why you want to join us!". The main video feed displays a man named Joe. Below the feed are controls for video, chat, and a "Broadcast" button. The right sidebar shows a list of presenters: Joe Matar, Eleni Haxhiu, Matthew (Max) Kraus, and Meghan Reynolds. The bottom of the screen shows the laptop keyboard.

The image shows a laptop screen with the Braze Admin console open. The top navigation bar includes the Braze logo and links for Home, Accounts, Tools, Help, and Ed Barrientes. The breadcrumb trail indicates the current location: Admin > ACME - EB Corp > Austin Job Fair.

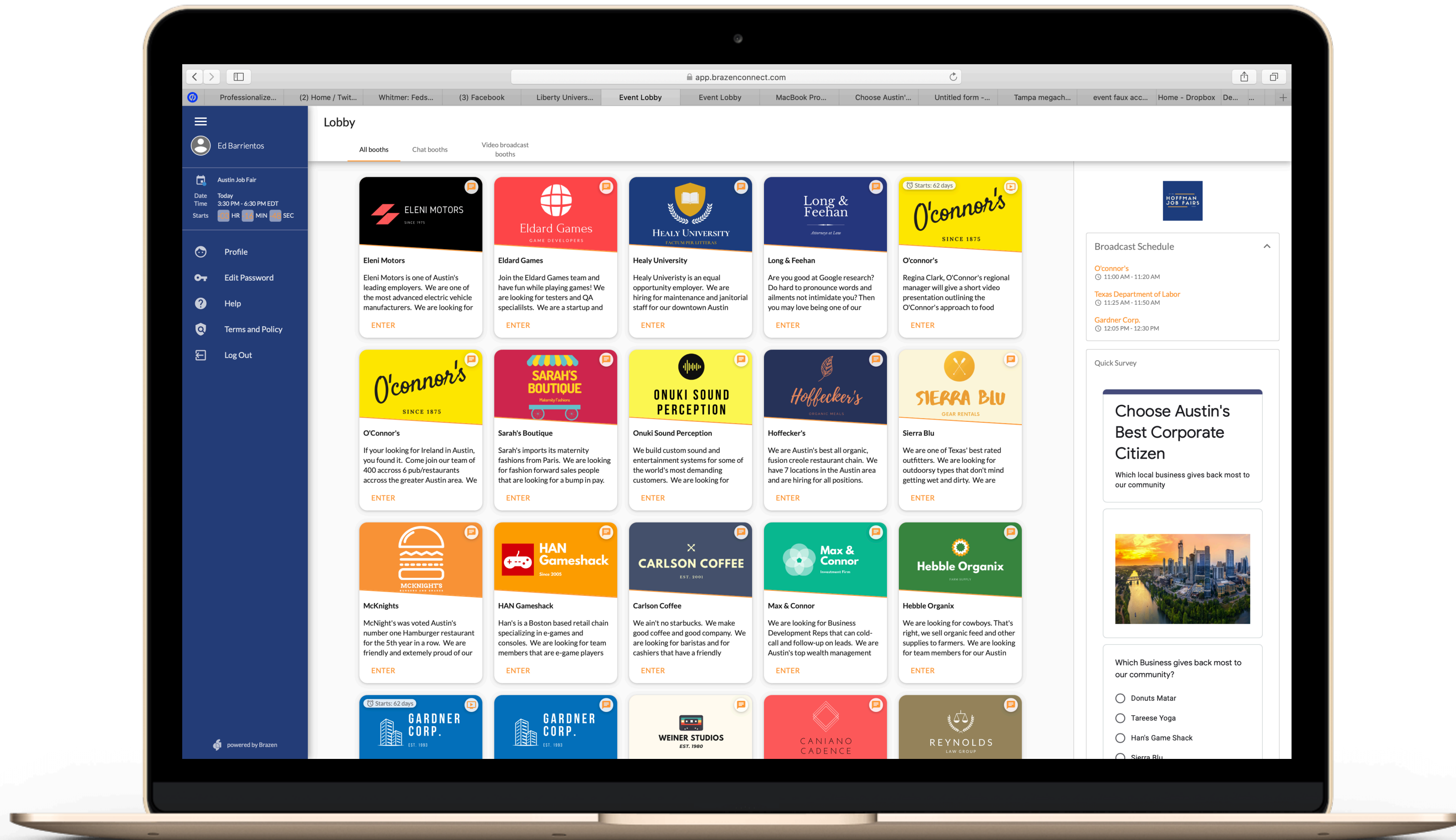
The left sidebar contains the following navigation items:

- LANDING SCREEN >
  - Design (selected)
  - Content
  - Event Instructions
  - Social Settings
  - Exhibitors
- EXHIBITOR SCREEN >
- REGISTRATION >
- REGISTRANTS >
- REPORTS >
- DOWNLOADS >
- ACTIVITY LOG >
- SETTINGS >

The main content area is titled 'Custom Landing Screen' and includes the following sections:

- Custom Landing Screen**: A note stating that a custom URL is required for registration or login, with a link to the help page. Below this is a text input field for the 'Custom Landing Screen URL'.
- Landing Screen Settings**:
  - Template**: Two options are shown: 'Full Screen Splash' and 'Half Screen Splash', each with a preview image.
  - Color Scheme**: A grid of color swatches for selection.
- Background**: A grid of background image options, including various abstract and nature-themed images, as well as a 'Custom Image' option.

# INTRODUCING BRAZEN'S 3RD GENERATION VIRTUAL EVENT PLATFORM

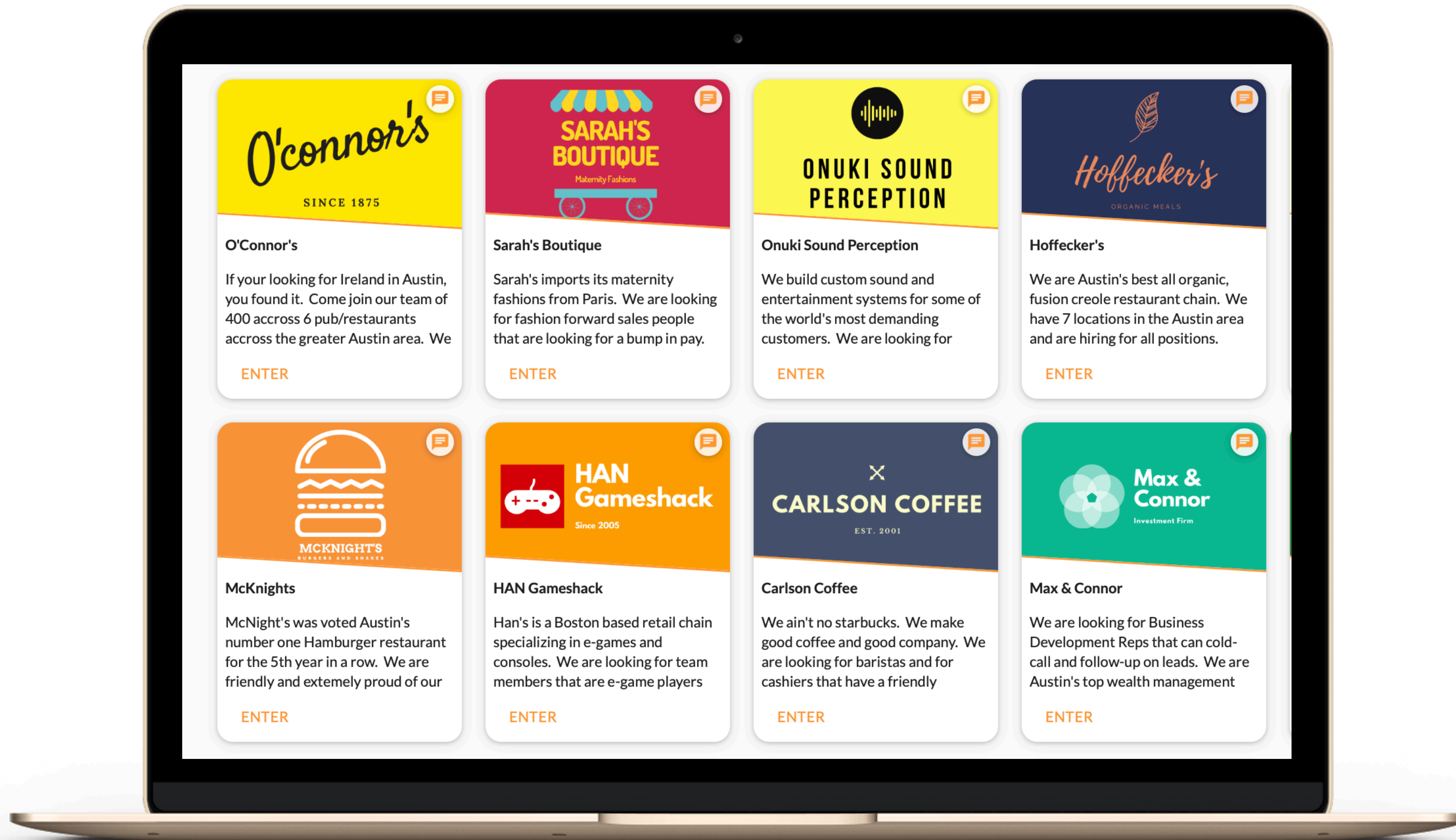


- Brazen has been building virtual event software since 2010
- Years of experience with event hosts, exhibitors and attendees have gone into the release of our 3rd generation virtual event platform
- The most feature rich, yet easy to use event platform on the market
- “Expo” features are designed specifically for job fairs, career fairs and similar events



# THE LOBBY PROVIDES CANDIDATES WITH AN EASY TO NAVIGATE OVERVIEW OF EXHIBITORS

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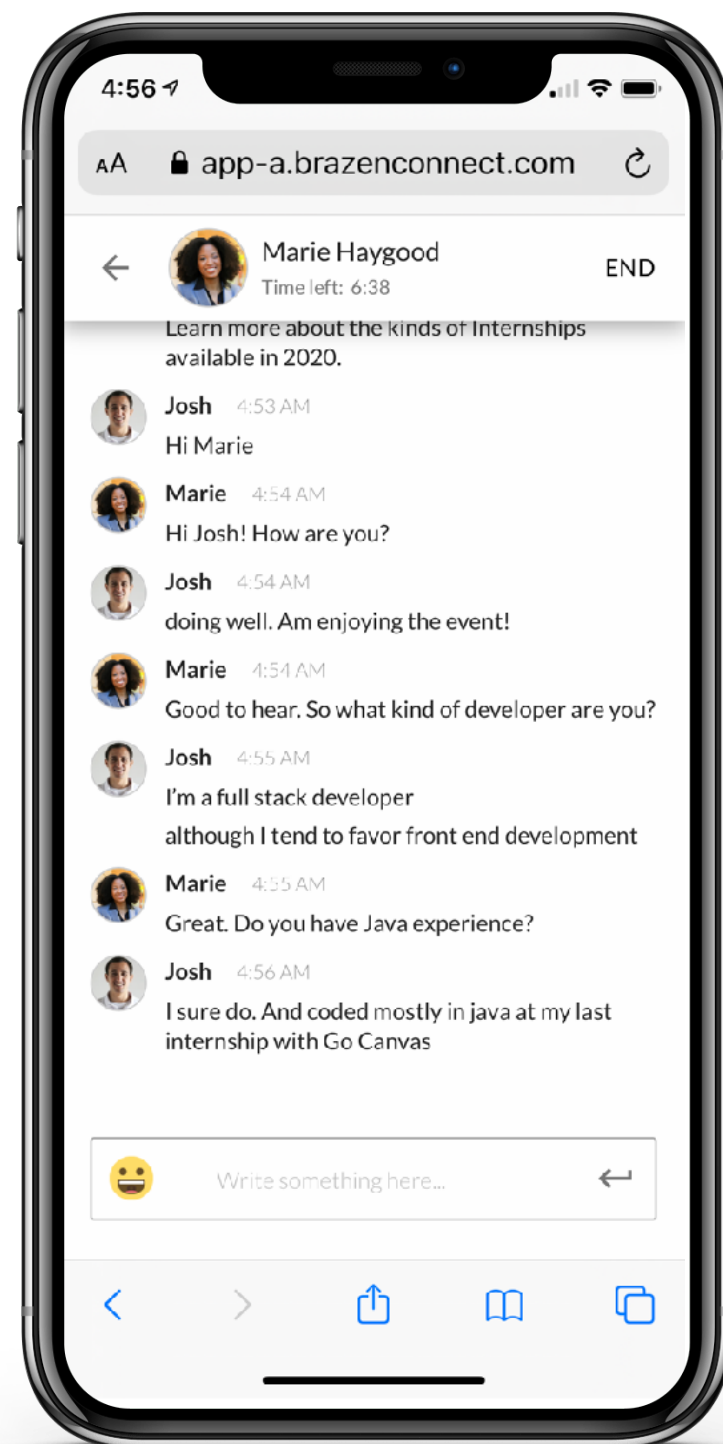


- The Brazen platform allows you to showcase your exhibitors with branded and content-rich exhibitor booths
- The lobby serves as the springboard to deeper engagement the particular exhibitor including:
  - One-on-one text based chats
  - One-to-many video broadcasts
  - Group discussing feeds
  - General exhibitor content including videos, job links, PDFs, etc.

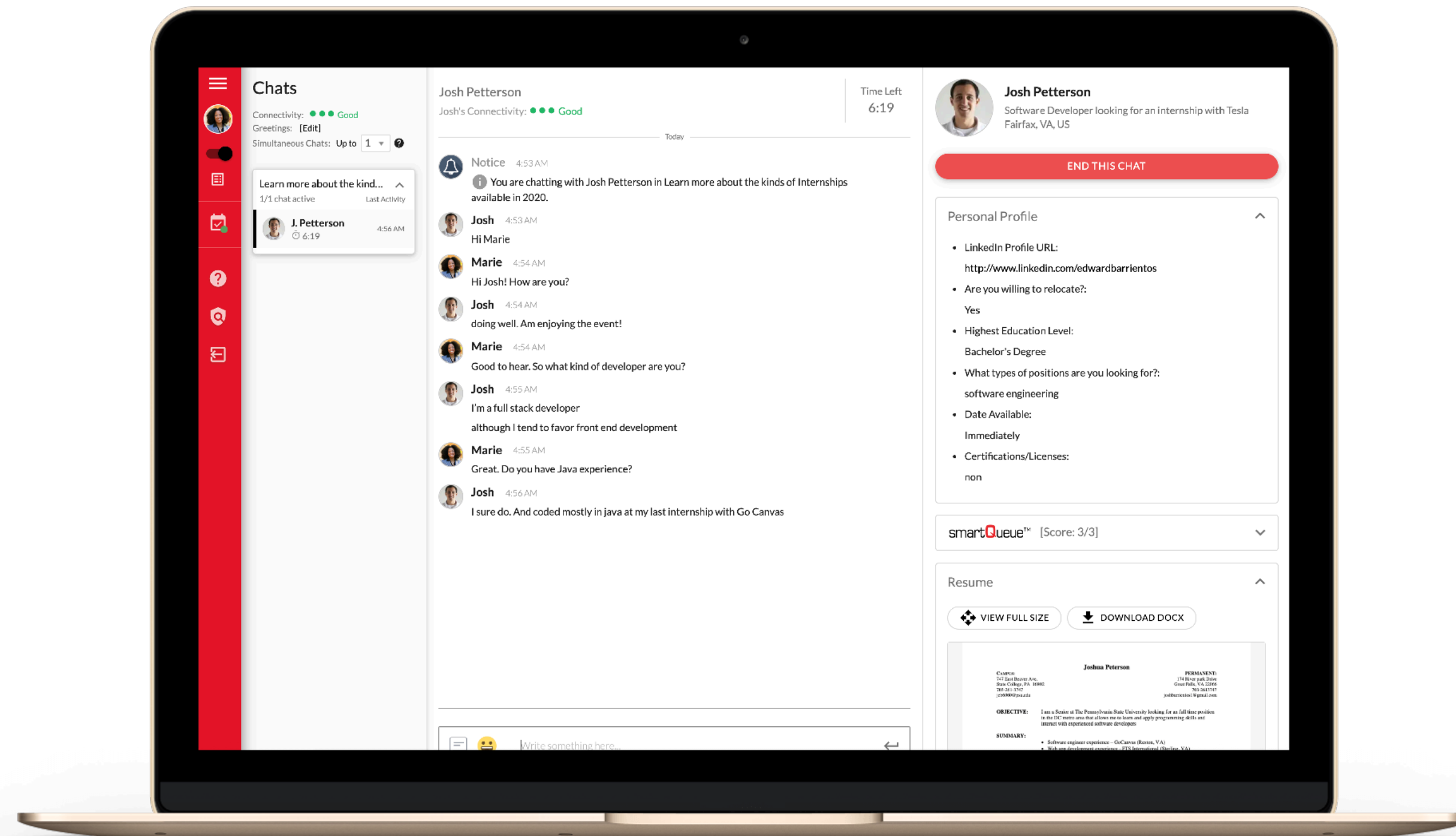


# OUR PLATFORM IS OPTIMIZED FOR ONE-ON-ONE DIALOG BETWEEN ATTENDEES AND RECRUITERS/REPS

## Attendee Experience

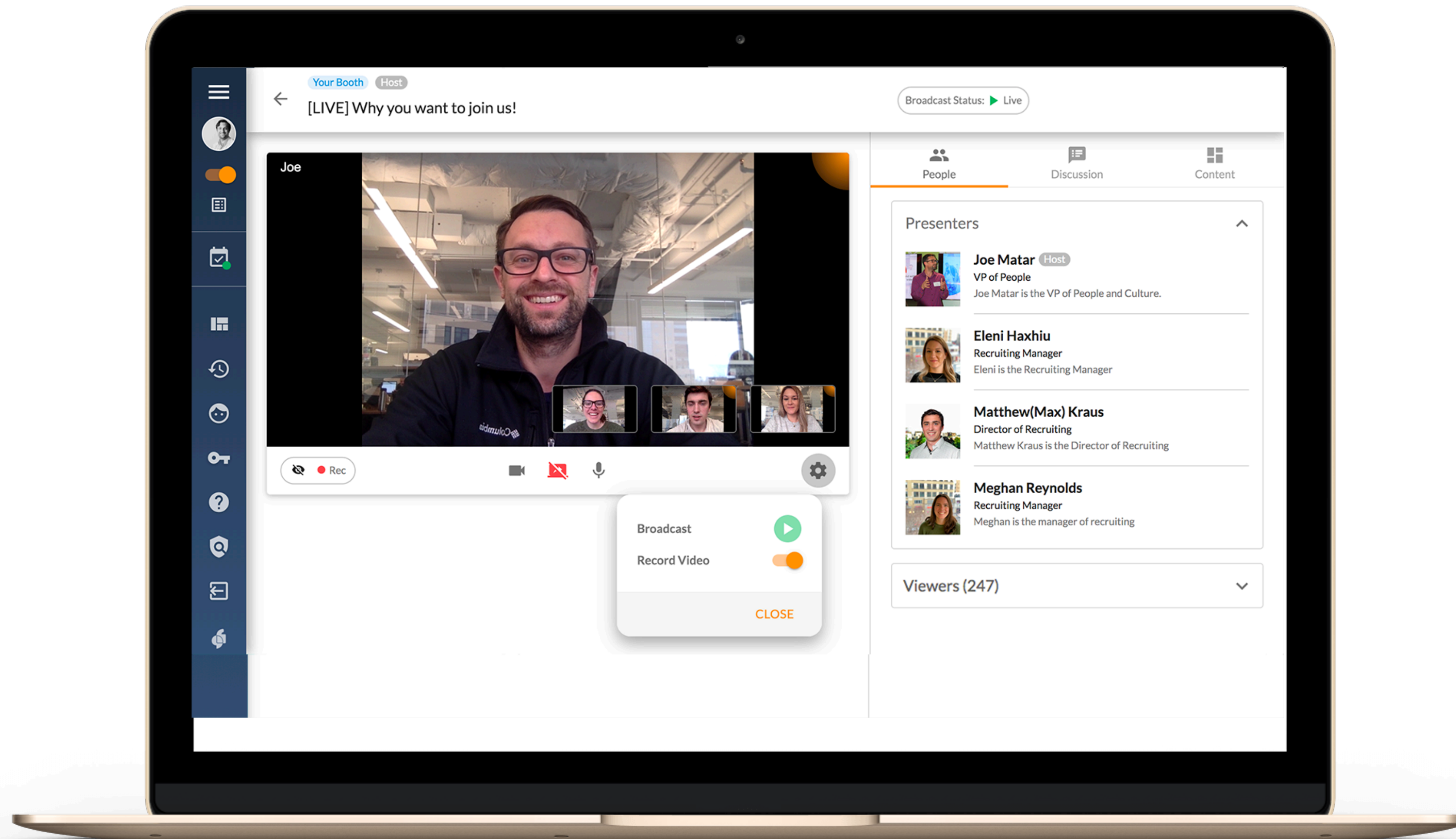


## Recruiter/Rep Experience



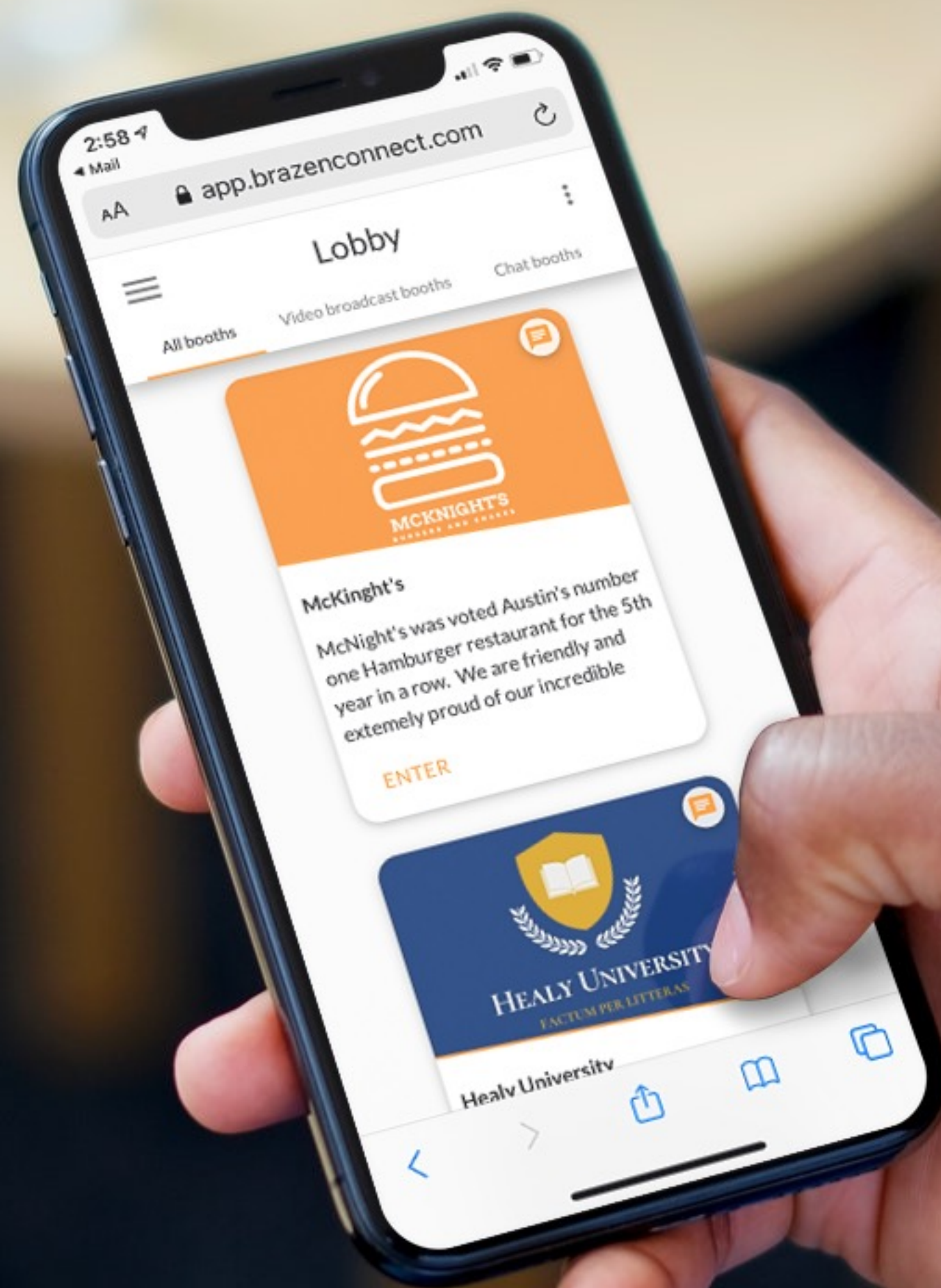
- One-on-one communication is facilitated through text-based chat
- Recruiters/Reps can see candidate registration data as well as resumes and other useful information needed to ensure informed chats
- Participants can take part in the event with either a laptop or mobile device

# VIDEO BROADCAST BOOTHS ALLOW EXHIBITORS TO HOST WEBINARS WITHIN YOUR EVENT



- Your event can have a number of live broadcast booths
- Each live broadcast booth can have up to 4 presenters
- Live broadcasts can be recorded
- Presenters have the option of sharing their screen to present slides or other content to the attendees in their booth





# DESIGNED FOR MOBILE

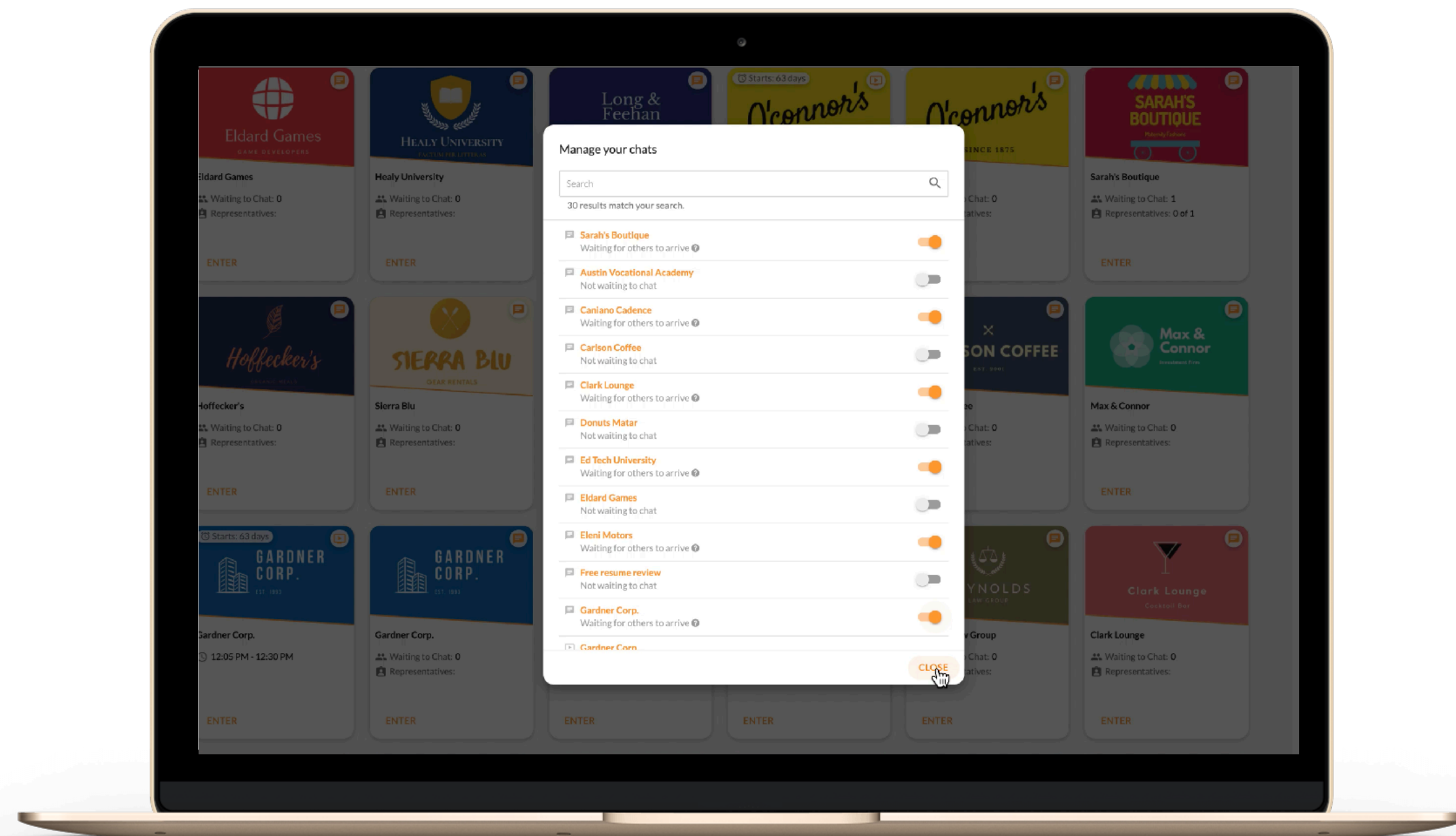
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- A completely mobile-optimized experience
- Most candidates attend Brazen virtual events via a mobile device
- SSO and social login features make mobile registrations simple and quick
- The user interface and the overall user experience have been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

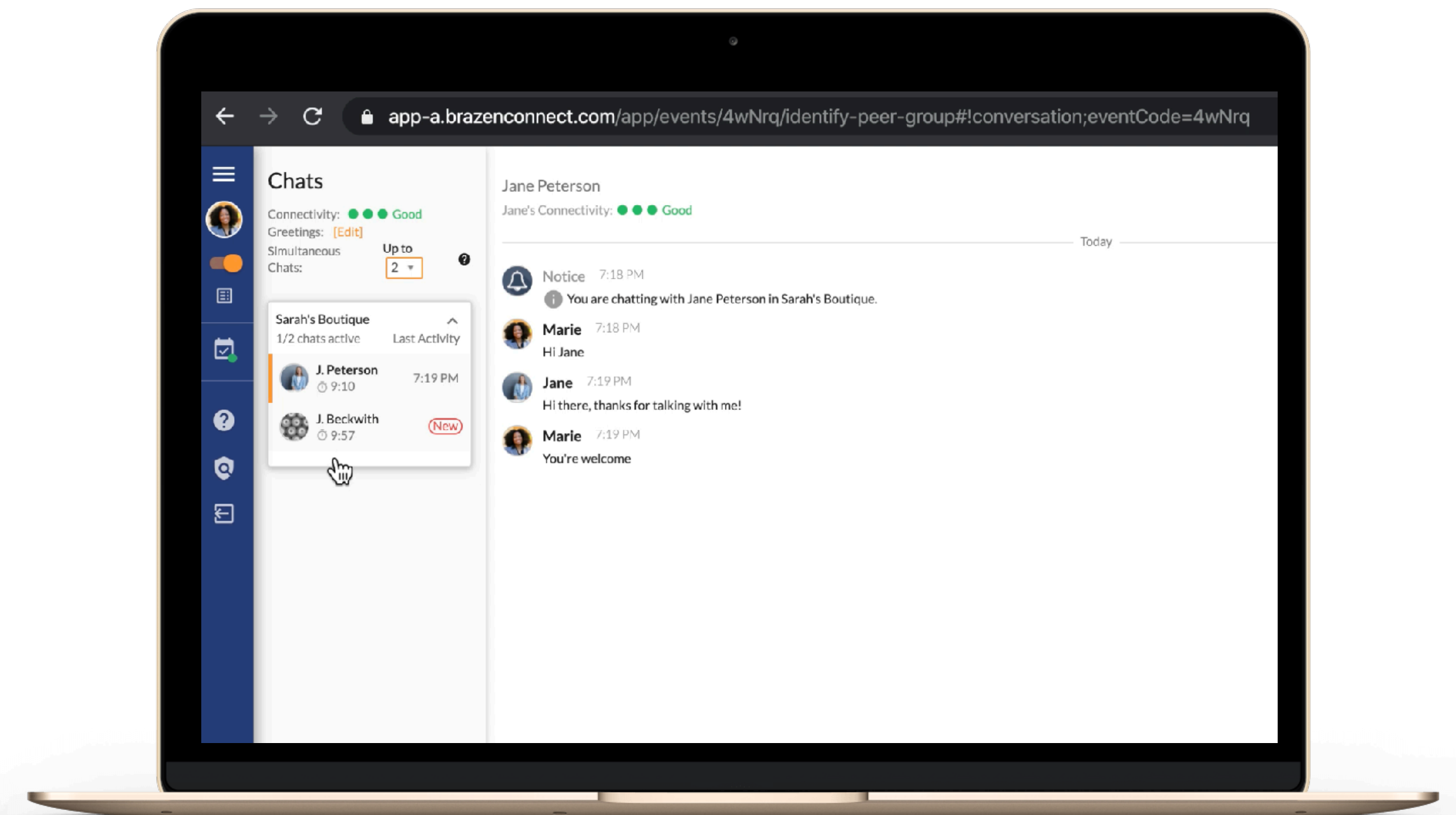


# EVENT NAVIGATION FEATURES FULLY LEVERAGE THE BENEFITS OF BEING ONLINE

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*Attendees can get in line at multiple booths at the same time either by going in a booth or managing their booths in the “manage my chats” utility*

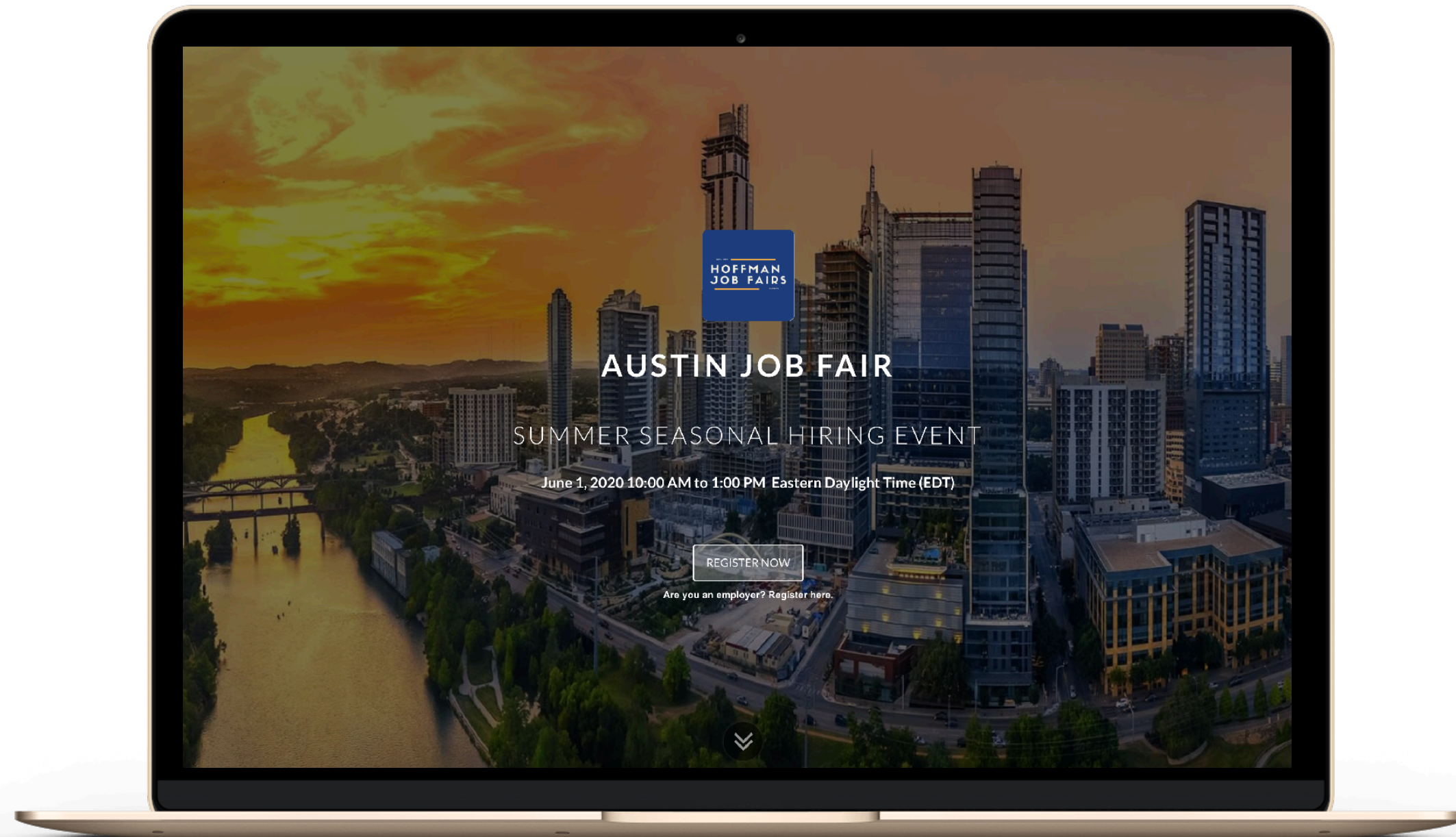


*Recruiters/Reps can chat (text) with up to 4 candidates at a time, making the time spent in the event extremely efficient and productive*

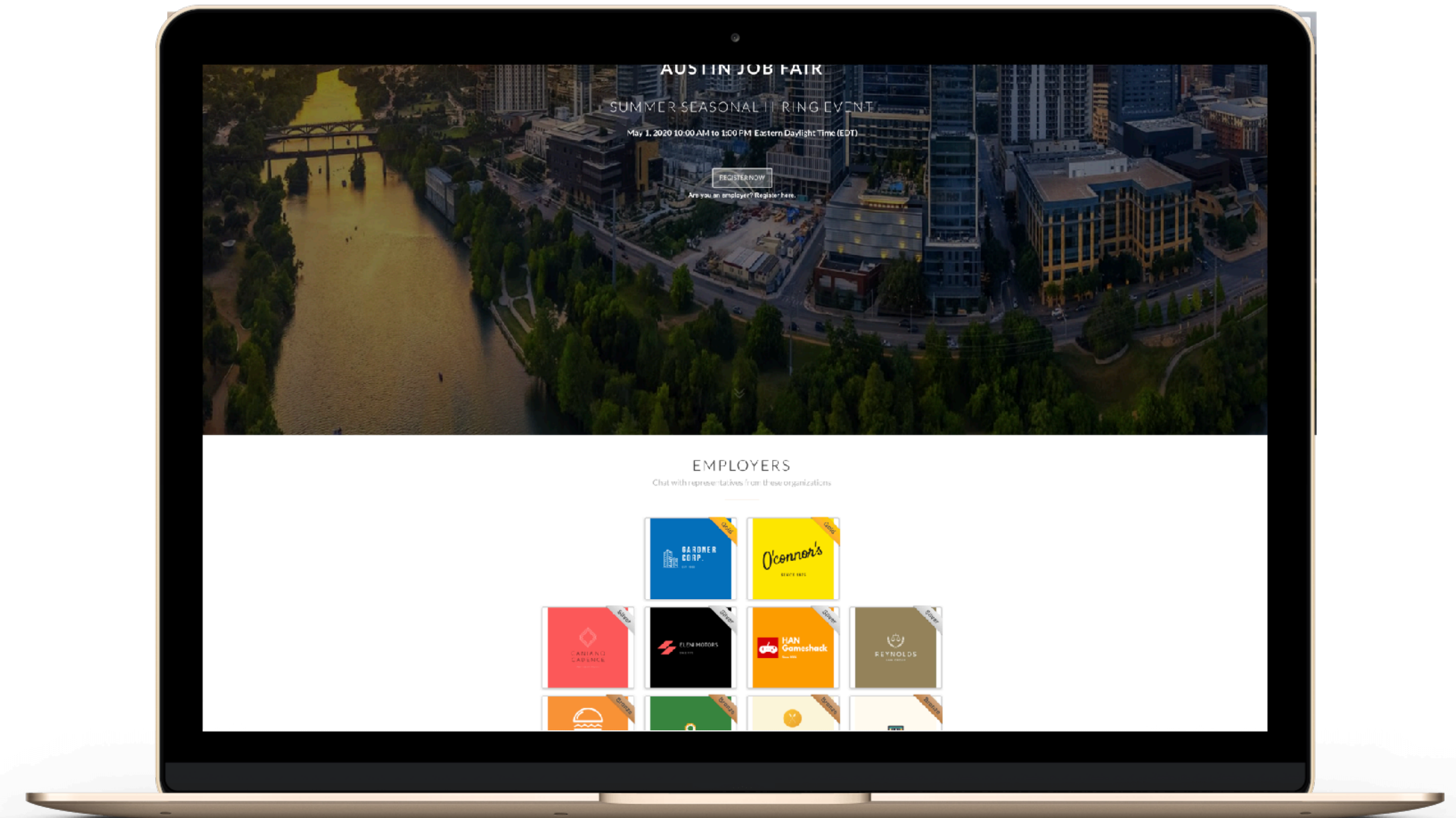


# EVENT LANDING PAGES FOR MARKETING YOUR EVENT ARE INTEGRATED INTO THE PLATFORM

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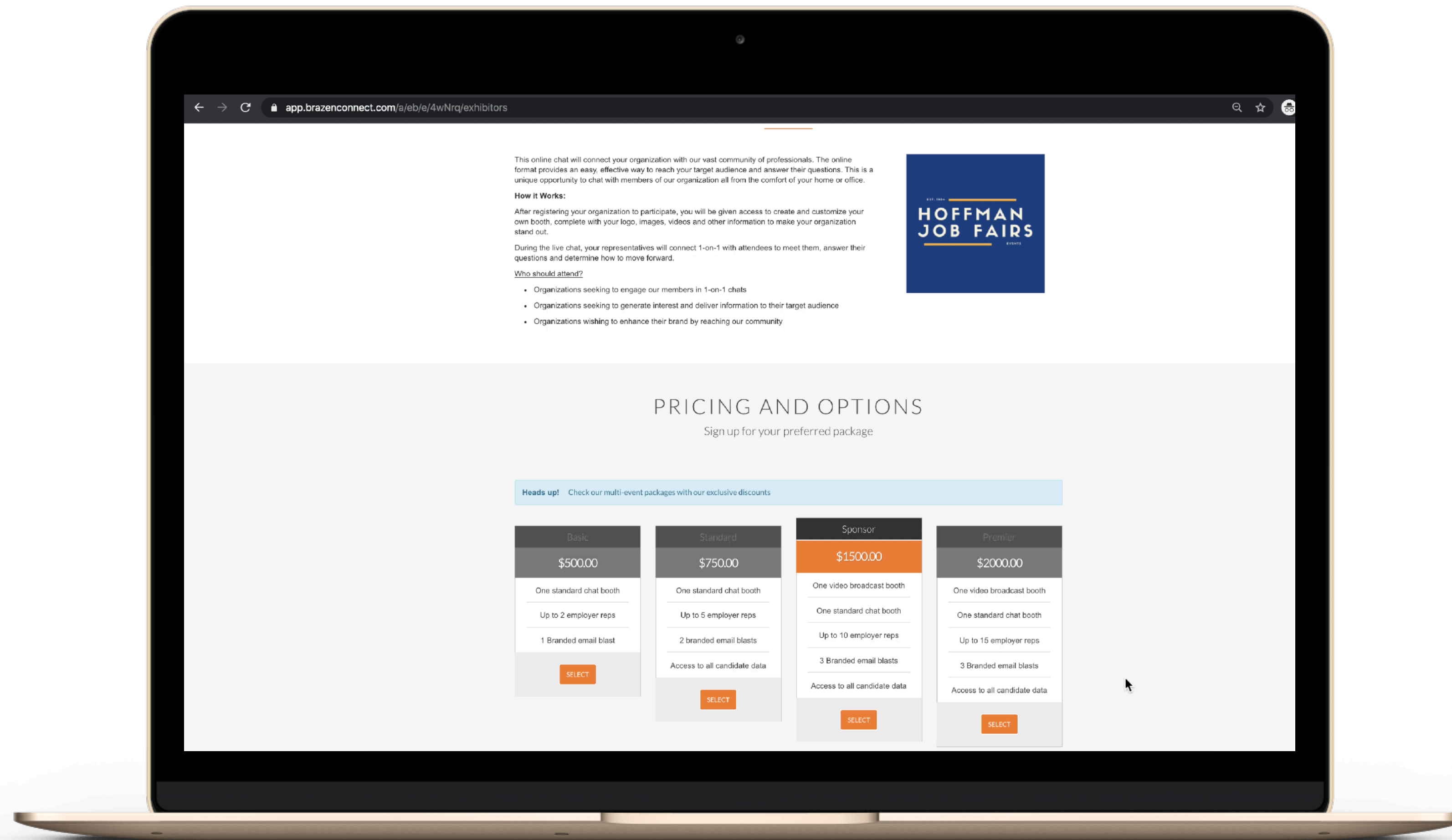
*Event landing pages are created automatically within the platform and can be completely customized*



*Exhibitors can be included in the landing pages, offering you the ability to segment by “sponsorship” levels*



# AND MARKETING TO YOUR EXHIBITORS IS JUST AS EASY!



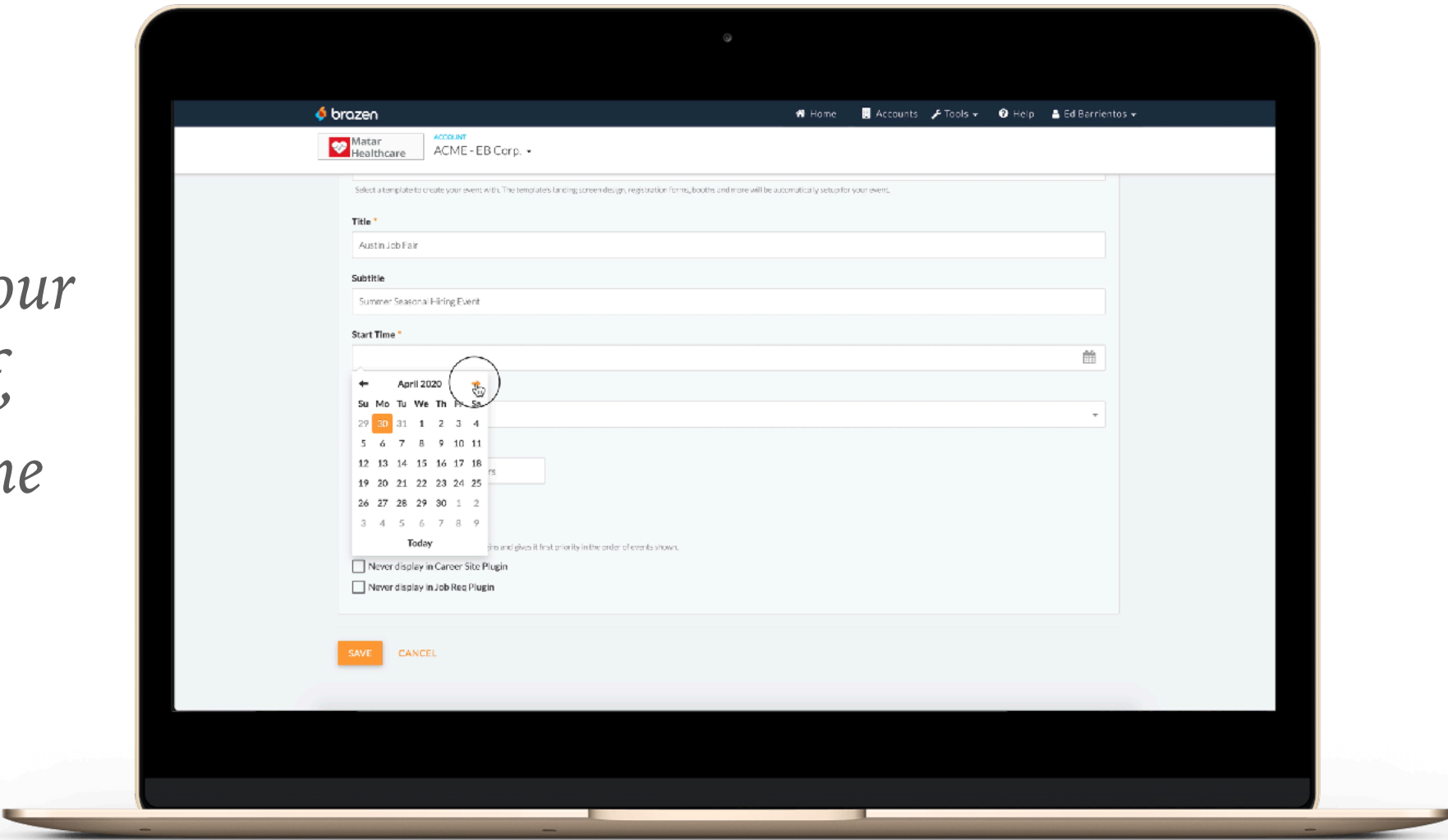
If selling booths to exhibitors is part of your business model, we make marketing the event to potential customers part of the event creation process

- Create categories of booths that exhibitors can choose from
- Allow exhibitors to begin the signup process right from your exhibitor landing page
- The platform automatically provides you with a second event link that can be sent and shared with exhibitors/prospects

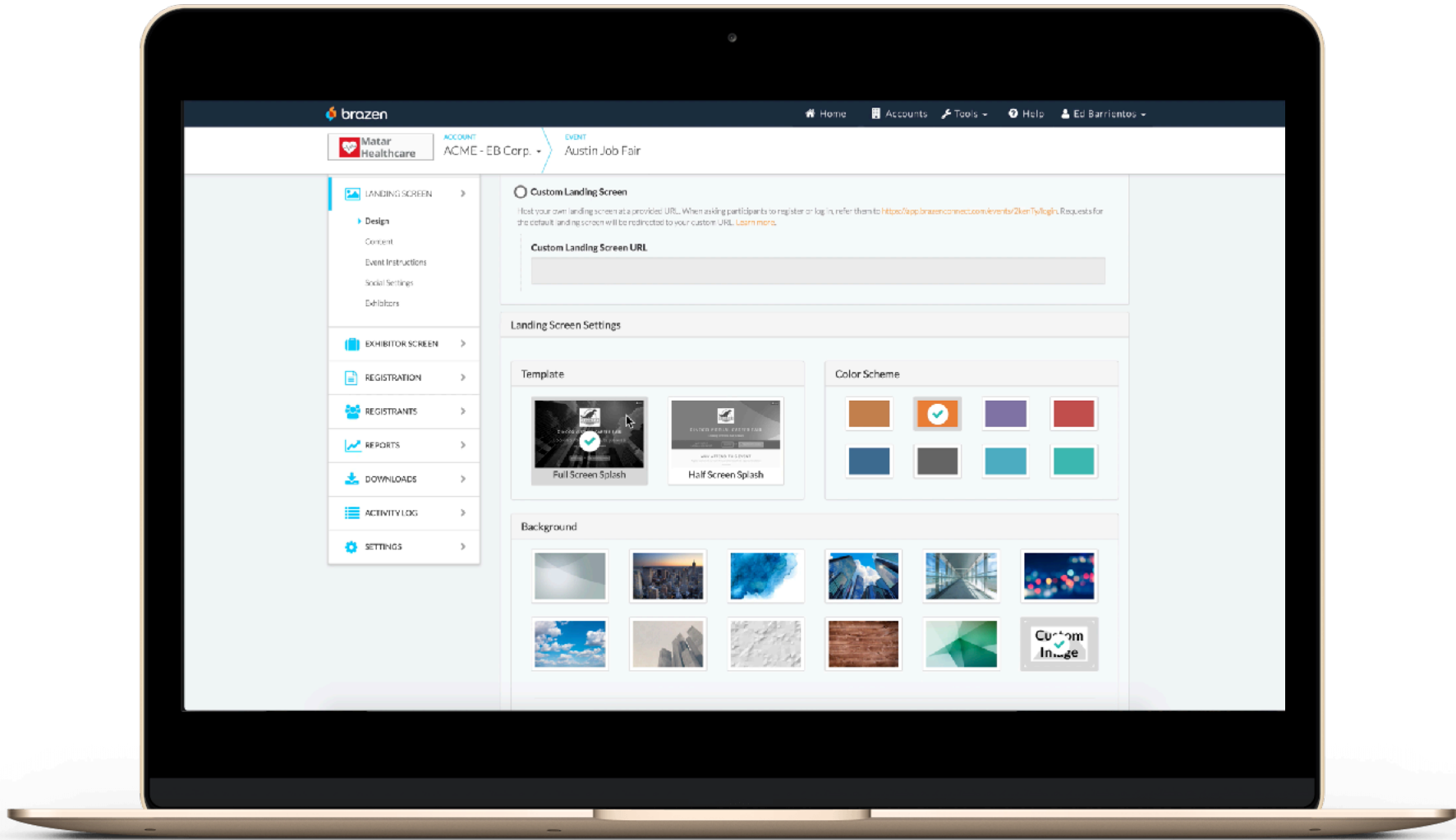


# THE BRAZEN PLATFORM ALLOWS YOU TO CREATE, MANAGE AND PROMOTE YOUR OWN EVENTS

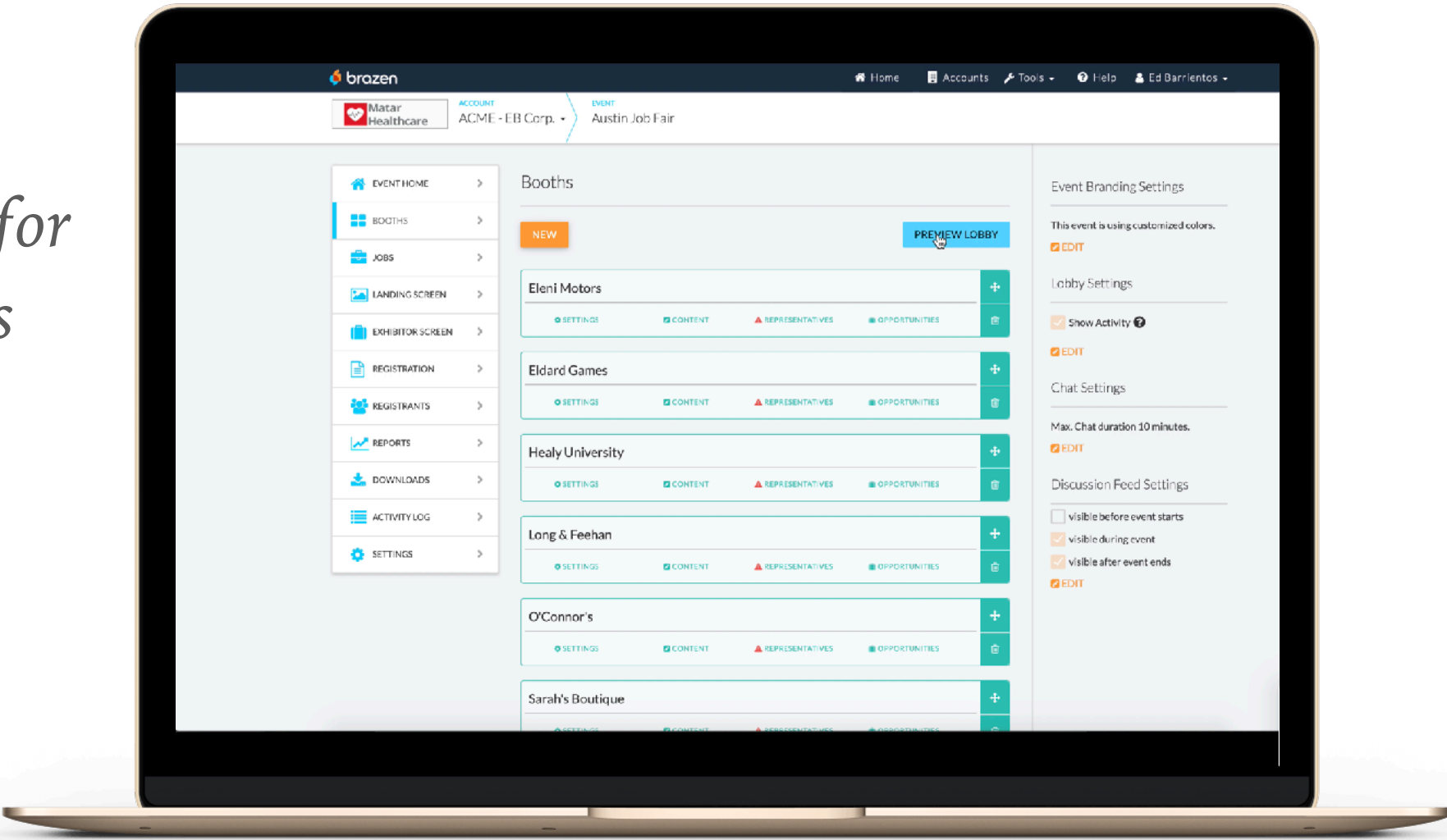
Create all of your events yourself, on your timeline



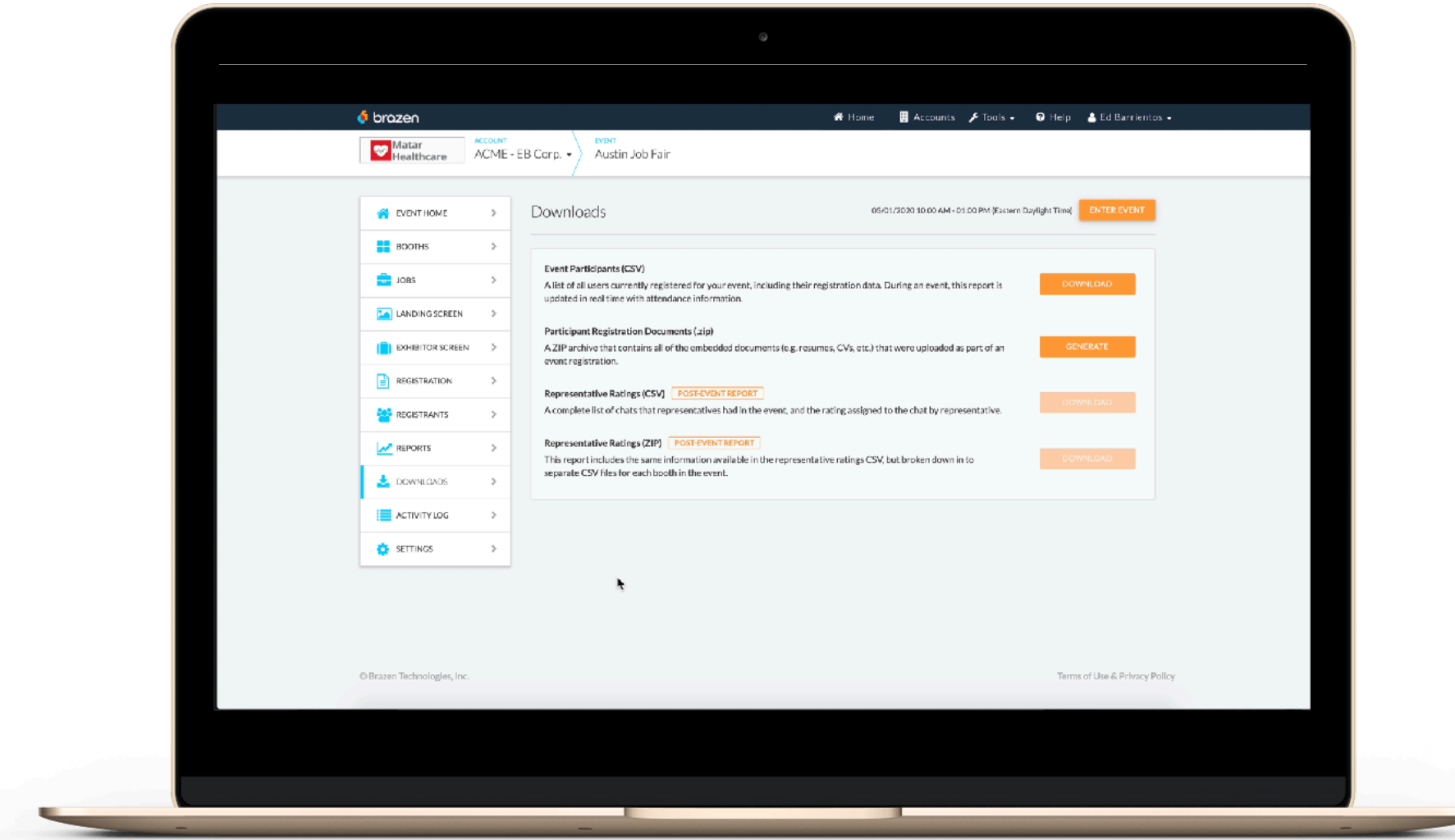
Automatically create both attendee and exhibitor landing pages



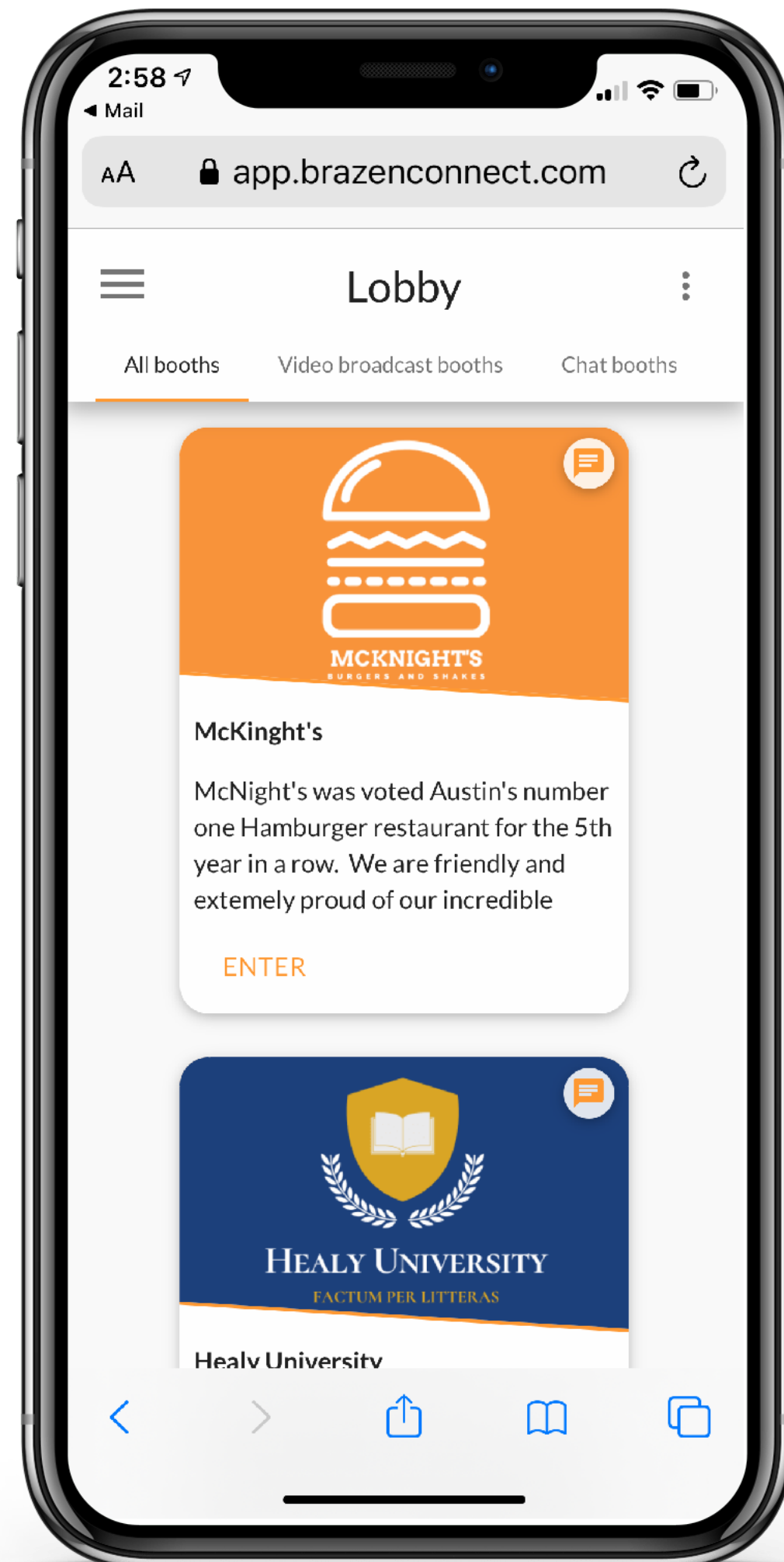
Create booths for your exhibitors or give them access to do it themselves



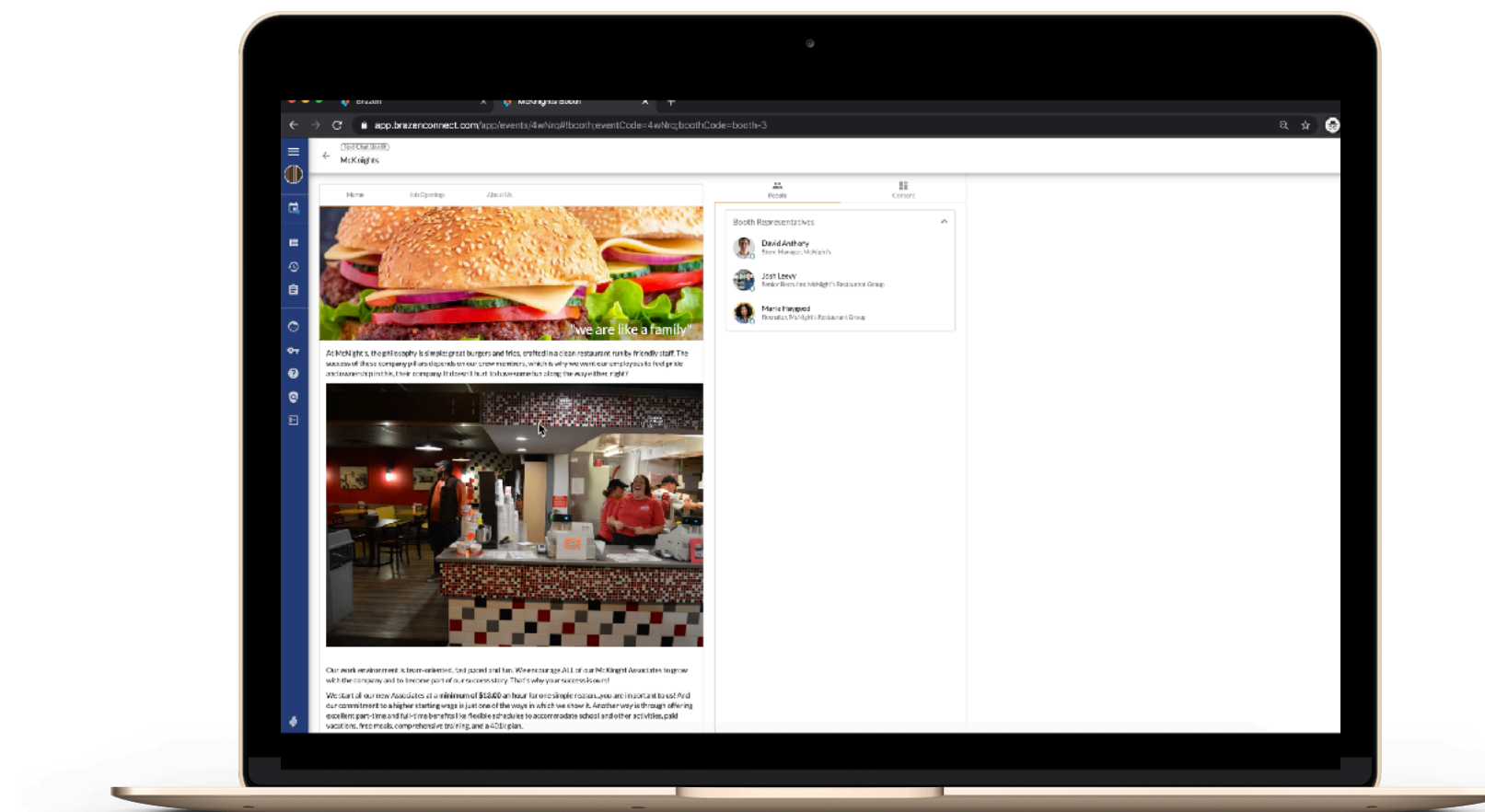
The platform automatically generates attendee reports and analytics that you can distribute to your exhibitors



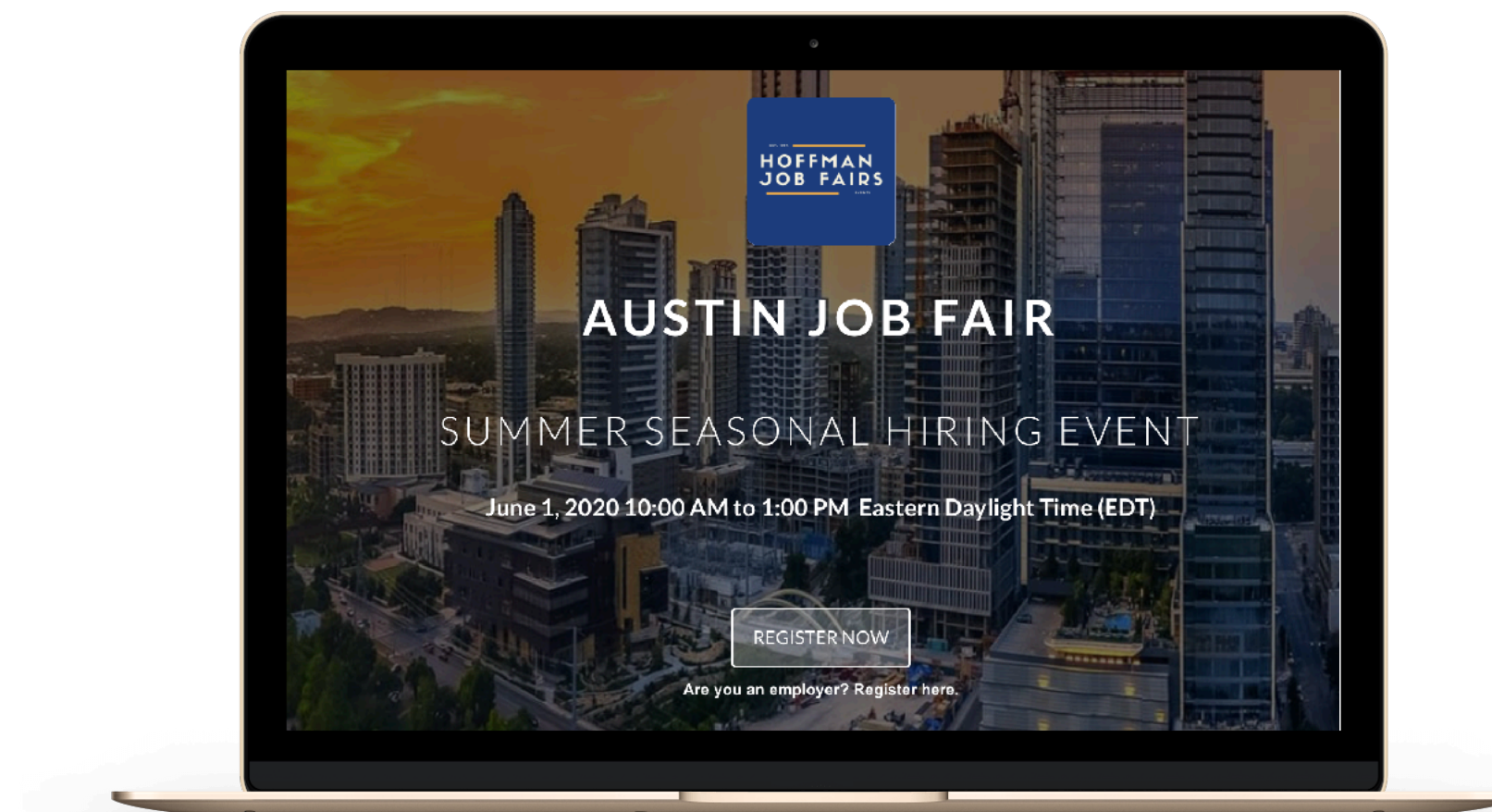
# YOUR BRANDING AND YOUR EXHIBITORS' BRANDS AND CONTENT TAKE CENTER STAGE



*Your exhibitors brands are featured in the lobby*



*Each exhibitor booth contains messaging, branding and content, including videos*

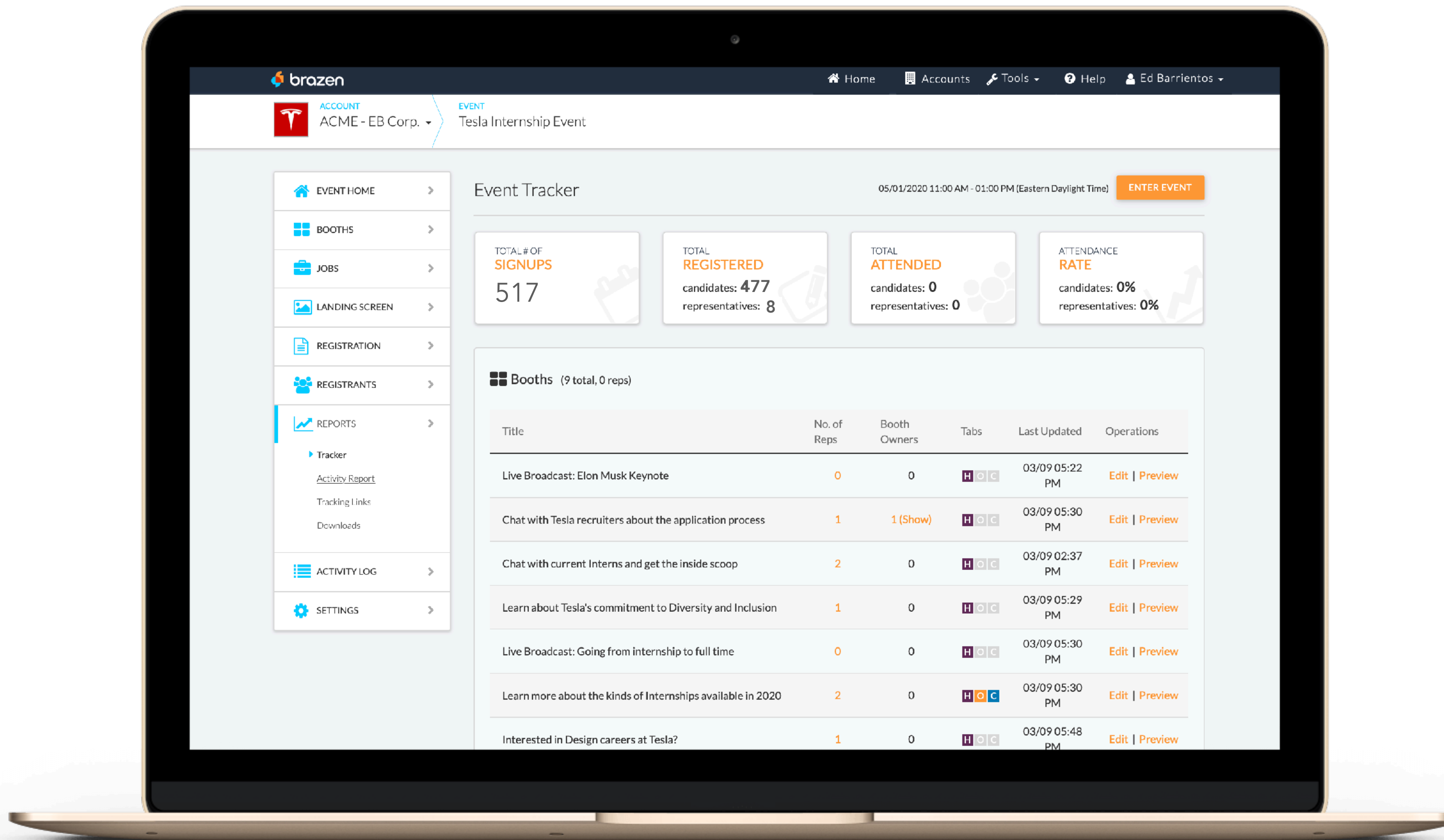


*Both attendee and exhibitor landing pages are completely customizable*

- The Brazen platform is white-labeled to let you and your exhibitors shine
- Each booth can be customized for each exhibitors branding, messaging and content
- Each event can be customized to reflect your corporate or event-specific branding



# 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 FOR BOTH EVENT HOSTS AND EMPLOYERS/ EXHIBITORS**





## BENEFIT 1: REACH HIGHER QUALITY CANDIDATES

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- 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

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- 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 and get back to candidates faster



## BENEFIT 3: IMPROVE YOUR HIRING OUTCOMES

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- A better candidate experience: Brazen's recently redesigned user interface delivers quality candidate experiences to all participants, candidate AND recruiters
- Virtual events can be advertised via job boards just as easily as physical events and often yield better job traffic conversions
- 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





# KEY METRICS WE TRACK

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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



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

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# PRICING





# EXPO PRICING

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- Brazen defines Expo events as events that are designed to showcase a number of un-related employers/exhibitors
- Expo pricing is bundled by calculating the aggregate number of registrants and booths the Partner will see in a given time period, typically a year.
  - Booths and registrants can be used in an unlimited number of events until the limits are reached. 100 booths, for example, can be used in 2 events of 50 booths each or 10 events of 10 booths each.
- The Brazen platform is a self-serve platform that allows:
  - Event Hosts to create, manage and market individual virtual events to employers/exhibitors
  - Every Event Host event is self-contained and therefore can be customized specifically for a given market, talent pool or audience

# GLOSSARY OF TERMS

- **Single Events** - An individual event created by an Admin for a single employer, with that employer’s branding
- **Admins** - Admin is a user role on the Brazen platform that allows for the creation of events along with other functions on the Brazen Backend
- **Reps** - A Rep is a user role on the Brazen platform that typically includes employer-side representatives like recruiters, hiring managers, employee ambassadors etc.
- **Candidate** - A registrant for an event (not connected to employer) that is looking to engage with employer-side Reps
- **Rep Cap** - The limit on the number of Reps in a given event
- **Signups** - The first part of the registration process that includes creation of a Brazen profile (name, last name, email and password).
- **Signup Cap** - A limit on the number of Signups for a given event
- **Registrations** - The second part of the registration process that includes a customized registration form that candidates fill out before being fully registered for an event
- **Attendance Rate** - The percentage of registrants that actually attend an event
- **Event Size** - Number of Signups for a given event
- **Simultaneous Chats** - Number of simultaneous text-based chats that a rep can engage in with a candidate
- **Brazen Live Booth (broadcast booth)** - A broadcast booth within an event that allows up to 4 presenters to broadcast a video live stream to even participants (includes screen sharing capability)
- **Chat Booth** - A booth designed to enable one-to-one text based chats between candidates and reps
- **Account Home** - The dashboard of a Brazen account where Admins create events
- **Sub Account** - Independent accounts provided to partners as a way to organize events
- **Brazen Backend** - The administrative side of the Brazen platform accessible only to Admins. Here, Admins can create and monitor events as well as perform a variety of account related tasks (e.g., pull reports and download data)
- **Registration Form** - An online form that can be customized completely for a given event. It can contain questions as well as require uploads such as resume.
- **Open House Style Event** - An event created on behalf of single employer, where all the booths are associated with that single employer
- **Expo Style Events** - An event designed to highlight a group of employers in a career-fair format where each booth can represent a separate employer
- **Partner** - A Brazen customer that sells virtual events to employers. Partners build, manage and often market virtual events on behalf of employers
- **Employers** - An employer can either be a direct Brazen customer or the customer of a Brazen Partner.
- **SaaS Contract** - Brazen contracts are typically 1, 2 or 3 year contracts. All caps or gating thresholds (eg., signups) within a given contract period must be used within that contact period as described in the contract.
- **Exhibitor** - an organization that is not necessarily an employer, but is looking to engage with the expo candidates/attendees
- **A complete definition of terms can be found here**



# THANK YOU

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