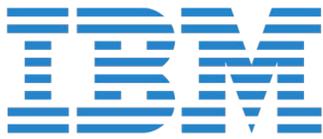




IBM livestreaming a Q&amp;A at NSBE Convention 2018



Fortune 50 Multinational  
Technology Company

HQ	Armonk, New York
Employees	380,300+
Assets	\$125.4 Billion

Two Handshake virtual events:

**200+** schools reached

**40%** attendees part of a D&I-focused organization

**2k+** views on YouTube

## IBM Partners with Handshake to Democratize Information for Students

IBM strives to reach all students in the United States - across schools, states, regions, and backgrounds. A legacy technology giant and continuous innovator, IBM offers a wide variety of entry level and internship roles for students. Recently, they revamped their early talent recruitment strategy to include **several hallmark virtual events** each season **to reach more students from underrepresented backgrounds**. This season, IBM was primarily focused on engaging more Female, Black, and Latinx candidates. By using Handshake to design, organize, host, and promote virtual events, they were able to extend their reach and increase the diversity of their early talent pipeline.

### CHALLENGES

This past recruiting season, IBM's Early Professional Talent Acquisition Team began adopting a more expansive definition of outreach when they discovered their prior strategy limited the geographic, ethnic, and gender diversity in their applicant pool. **They wanted to ensure their 2018 recruitment strategy:**

1. Engaged underrepresented talent
2. Inspired more students to explore careers in technology
3. Told their brand story in an authentic way

"We needed a solution like Handshake to expand our reach and create more meaningful connections with students from all backgrounds."

**Jeremy Buentello, IBM Early Professional Talent Acquisition**

## SOLUTION

To reach more students, IBM began proactively engaging students from Handshake's 500+ universities, rather than just a core few. Beyond sourcing more extensively and inclusively, IBM went the extra mile to **democratize information** for students across the country by partnering with Handshake to host and livestream **virtual events**.

Most recently, IBM livestreamed their National Society of Black Engineers (NSBE) Convention Live Q&A Panel - which took place in Pittsburgh - with four employees.



They democratized access to the event by making it available to students across the country - virtually.

### For IBM, Virtual Events...

- ▶ Help to bring more depth and life to their employer brand with authentic and engaging interactive content.
- ▶ Let students of all backgrounds attend events and tours that they otherwise wouldn't have been able to attend.

With virtual events, IBM was able to reach hundreds of **underrepresented engineering candidates** who couldn't afford the airfare, lodging, and food costs associated with a trip to the NSBE conference in Pittsburgh

## RESULTS

### IBM Office Tour Livestream

- 658** Handshake student attendees
- 724** unique end-to-end YouTube views
- 104** universities represented
- 30x** the applications of their competitors week of livestream
- 65%** of students answered they are *more likely* to pursue a role at IBM after attending the event

### NSBE Convention Livestream

- 394** Handshake student attendees
- 667** unique end-to-end YouTube views
- 77** universities represented
- 38%** of attendees from underrepresented backgrounds
- 96%** of students agree that IBM demonstrates an inclusive environment

Want to learn more about how Handshake Premium can transform your college talent pipeline? **Reach out.**

[employers@joinhandshake.com](mailto:employers@joinhandshake.com)  
<https://joinhandshake.com/employers>