Company Overview

16 Years Experience

614,747 Virtual Events Hosted

Largest Support Staff

Bethesda, MD (HQ)  Gloucester, UK  Limerick, IE  Singapore  Sydney, AU
The AWS Global infrastructure is built around Regions (20) and Availability Zones (60). AWS Regions provide multiple, physically separated Availability Zones which are connected with low latency, high throughput, and highly redundant networking making them more highly available, fault tolerant, and scalable than traditional single datacenter infrastructures.

Communique 6Connex is the only platform that is ISO27001 certified meeting the highest standards of data security.
THE VISUAL LAYER
Customized room background images, colors, signs, graphics and branding set the stage for connection. Taylor the visuals to your audience, content and goals.

THE INTERACTIVE LAYER
Actions are the core of your program. Use Webinars, videos, 1:1 and group chat, gamification, social sharing, and direct calls to action to promote content consumption and keep your audience engaged. Entitlement and LMS for training applications.

THE ADMINISTRATIVE LAYER
Multiple levels of admin access to allow complete environment wide access to an individual booth access so that a booth sponsor can add, modify and remove their own booth content. Easy and intuitive interface requires little to no training. Also, a public API enable integration with 3rd party software (Marketo, Salesforce, etc.).

THE DATA AND METRICS LAYER
Activity tracking = measurable results. Calculate true ROI with, real-time, detailed metrics and unmatched insight to user behavior, content preferences and program impact.
Before, During & After Your Virtual Conference

**Account Manager**
- Overall account point of contact
- Primary point of escalation
- Assists with contract, pricing and billing questions

**Webcast Manager**
- Primary point of contact throughout the Webcast production
- Manages timeline, project plan and all deliverables
- Manages all support tasks in relation to the webcast
- Monitors live webcast

**Virtual Event Manager**
- Dedicated project manager to help set up the virtual career fair environment
- Manages timeline, project plan and all deliverables
- Manages all support tasks in relation to the event
- Monitors live virtual career fair days
We have a global service model where teams around the world will work to service your account, while you work with a Project Manager in your own time zone.

The only Virtual Event provider that is setup that will deliver this type of performance and flexibility.
World-Class Support – Sample Project Plan

### PROJECT DETAILS
- INT: Kickoff Call
- INT: External Kickoff
- Project Overview
- INT: Project Tracking
- Virtual Environment URL
- Virtual Environment Name

### REGISTRATION
- Registration Build
  - Registration Form Fields
  - Registration Set(s)
  - Reg API: 3rd Party Reg Page
  - Email Promotion / Audience Recruitment
  - QA Sweep: Registration
  - Team Review & Approval: Registration

### VE BUILD
- Confirm Event Site Map
- Design Templates
- Review Environment Options
- Using Signs & Graphics
- Content Collection
- Setup Leaderboard
- Setup Surveys
- Setup Tool Bar Promos
- Create Event Banner
- Create Twitter Feed / Hashtag
- QA Sweep: Environment Rooms

### WEBCASTS / PRESENTATIONS
- Webcast Initial Discussion
- Webcast Agenda
- Webcast Branding
- Team Review & Approval: Webcasts
- Webcast Testing
- Webcast Build Template

### TRAINING
- CONTROL PANEL General Settings & Registration Training
- CONTROL PANEL Basics
- CONTROL PANEL Metrics Dashboard Training
- CONTROL PANEL Email Marketing Training (Optional)
- CONTROL PANEL Leaderboard Training (Optional)
- WEBCAST Presenter Studio Training
- EVENT ADMIN Training

### LIVE DAY & POST-LAUNCH
- Live Day FAQs
- Broadcast Messages Plan
- Attendee / Program Guide
- Email Marketing for Pre/During/Post Live Day
- Assign Room Representatives
- Assign Event Admins
- Assign Help Desk Support Staff
- INT: Pre Event Email to Client
- INT: Pre Event Email to 6Connex
- On-Demand Updates
4.9 out of 5 Star Rating from 108 Customers
## Why Are Recruiters Going Virtual?

<table>
<thead>
<tr>
<th>Wider Reach:</th>
<th>Improve the Number &amp; Quality of Applicants:</th>
<th>Speed Up Hiring Process:</th>
<th>ROI &amp; Cost Saving</th>
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</table>
| • Candidates from all geographies and time zones | • Ongoing recruitment and/or recruiting events  
• Recruit qualified candidates wherever they are with global infrastructure and language support  
• Actively recruit 24/365  
• Reach hard to find passive candidates | • Determine qualifications and interest early on  
• Access resumes immediately  
• Increase candidate access to company experts and hiring managers | • Lower cost per applicant/hire  
• More QUALIFIED candidates |
Increasing Levels of Candidate Engagement

Jobs: Create, Share, Search, Distribute

Engagement: Promote Brand, Track Behavior, Report
Virtual Career Fairs

SAME BENEFITS AS A PHYSICAL CAREER FAIR

Exhibitor Booths

Networking

Recruiter Interaction

Presentations
Virtual Career Fair Platform

- Create a persistent environment for virtual recruiting 24/7
- Promote and host “live” days or “open house hours” any time
- Enable on-demand access between live event days for casual browsing
- Chat (individual or group)
- Video
- Customized registration landing page
- Detailed reporting & analytics
- Multiple languages
- Mobile support
- Secure access/entitlement
- Open API to integrate with 3rd party software
Locations
Welcome Center – Fully Customizable
Customize to Look Like Your Building or Lobby
Welcome Video/Greeting
Walk-Out Greeter
Exhibit Hall – Fully Customizable
Booths – Fully Customizable
Include Any Type of Content

Videos, Documents, Links to Websites
Booths – Chat

Choose Private or Public Chat. If Reps are Offline Offer an Option to Send an Email With Questions.
Recruiter Chat Admin Dashboard
Manage Candidates & Conversations via an Easy Rep Dashboard

Attendees Tab:
One view of all attendees within the room; access to profile details, LinkedIn, chat.

Watch List Tab:
An easy way to save attendees for follow up or tracking by individual reps or the whole account team.

Attendee Card
Capture activity for attendees, including booth visits, rep chats, and notes.
Theater
Include Live or On-Demand Presentations
Networking Lounge
Attendee Networking + Moderated Group Chat
Breakout Interview Room
Attendee Networking + Moderated Group Chat
Features
Mobile Device Support

HTML5 Technology Works With Any Native Mobile Browser

- Full interactivity
- Viewing live and on-demand webcasts including video
- Interacting with other visitors in the Networking Lounge
- Chatting with booth reps
- Participating in discussion forums
- Accessing all on-demand content
- Secure login
- Use scroll, pinch zoom and other native device navigation
- Full access to Q&A sessions
Multi-Language Support
Real-Time Toggling Between Languages
API for Easy 3rd Party Software Integration

Open API to Integrated with 3rd Party Software with SSO
Role-Based Entitlement
Personalize and Deliver Content to Specific Attendees

With permission-based access enabled, you’ll have the power to create entitlement groups who can access specific content items, specific graphics and even entire rooms and spaces. You’ll even be able to send unique broadcast messages to specific groups during a live event.

You can assign entitlements in multiple ways…
✓ By email domain at the point of registration
✓ By answer to multiple registration questions
✓ By individual registrant
✓ By .csv upload

And you can send unique messaging via…
✓ Broadcast messages during a live event
✓ Email marketing any time

Once assigned, you can grant access to…
✓ Individual webinars or sessions
✓ Specific content items, like videos and .pdfs
✓ Entire rooms or spaces
✓ Signage and graphics
✓ Public chats
Reporting & Analytics
Detailed Analytics & Reporting

**Attendee Reporting**
- Who are they?
- Where did they come from?
- Where are they located?
- Did they attend after registering?

**Activity Metrics**
- How long did they stay?
- Which locations & booths did they visit? How long?
- What did they view?
- What did they take?
- Whom did they chat or talk to?

**Interest Metrics**
- What are they interested in?
- What questions did they ask?
- What information did they request?
- Jobs Applied for?
- Did they view documents, videos or other content?
Physical job fairs only reach candidates at a specific location while a virtual career fair expands our reach to source candidates anywhere in the world. The second benefit we noticed is many of the attendees who attend virtual career fairs are hard-to-find “passive” candidates who are currently employed and appreciate the ease (no need to take time off of work) and privacy (they have concerns with being seen at a physical job fair) of attending a virtual career fair.

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