VIQTORY

G.I. Jobs® Virtual Career Expo Onboarding Guide

The G.I. Jobs® Virtual Career Expo is an online event that provides an easy and effective way to reach your target audience and answer their questions. This is a unique opportunity to chat directly with members of our audience that are actively looking for career opportunities.

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Set Up Your Booth

➔ Login username and email is set up during the registration process and is included in the invitation email. We will send out the initial invitation to your booth owners.
➔ Once assigned, booth owners will receive an automated email from notifications@brazen.com.
➔ Sign in to Brazen and set up your booth.
➔ Please assign booth representatives to admin chat functions for the day of the event. We recommend adding up to 4. We will send out the initial invitation to your first booth representative(s).
➔ Booth Owner - has the ability to modify, edit, or assign representatives for the event.
➔ Representatives - have the ability to engage in chats with attendees on the day of the event.
➔ Anyone that will need to engage with attendees on the day of the event will need to be assigned as a Representative, including Booth Owners.

Event Points of Contact:

● David Dobson - david.dobson@viqtory.com
● Tim Malloy - timothy.malloy@viqtory.com

Adding/Editing Booth Content

Brazen is templatized to make creating and editing your booths easy. We have provided some information regarding best practices and recommendations for adding content to your booth.

After clicking "Edit" next to your booth on the main screen of the Control Center, you'll see a screen with four tabs to manage your booth Settings, Content, Representatives, and Opportunities.

Settings:

Settings	Content	Representatives	Opportunities

Booth Type

Booth Type

◉ Text Chat ❓
◯ Open Networking ❓

➔ Make sure that your Booth Type is set to **Text Chat**.

Title, Company, Booth Code

Title *

The booth's title, which is displayed on screens and reports.

Company *

Booth Code *

booth-8

The booth code must be unique for this event.

➔ **Booth Title:** The booth title will be displayed in the event lobby and within the actual booth. This will help attendees identify your booth in the event lobby and is usually the name of your organization.

Booth Logo, Booth Image

Below are the recommended sizes and formats for your images. We recommend that you use (*as close as possible*) the recommended sizes and formats listed below.

➔ **Booth Logo:** The booth logo is usually your organization's logo. This will be displayed to participants when they enter the event lobby. This logo will also be displayed within the actual booth. The recommended image size for square logos is 150x150, and the recommended image size for rectangle logos is 600x150. *Square logos are recommended!*

➔ **Booth Image:** The Booth Image is the thumbnail image that will be displayed in the lobby, and not in your booth. The recommended image dimensions for the Booth Image is 600x300, and must be a jpg, jpeg, gif, bmp, or tiff file.

Booth Owners

➔ **Booth Owners:** Here you can assign other booth owners.
➔ Remember, anyone that will engage with attendees on the day of the event will need to be assigned as a Representative, including Booth Owners.

Social
The Social section allows you to add links to your organization's social networks so that participants can further engage with you.

➔ Add the URLS for your social media:
    ○ LinkedIn
    ○ Facebook
    ○ Twitter
    ○ Google+
    ○ YouTube
    ○ Instagram

Remember to Save

You can always access the "Save" button at the bottom of the screen.
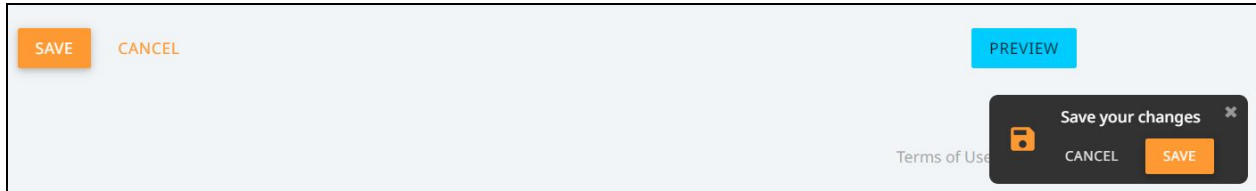
➔ Be sure to save as you make changes.
➔ Use the "Preview" button to see what your booth will look like in the event.
➔ You can always revisit any section prior to the event to make changes and updates.

Content
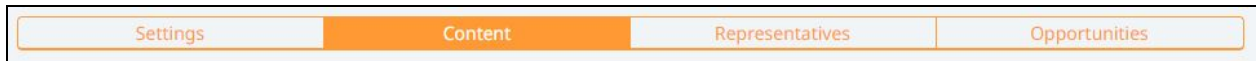
Content allows you to manage the information and multimedia that participants will see once they enter your booth from the event lobby. Each booth can display up to 3 tabs of content: a Home tab which is automatically enabled, an Opportunities tab, and a Custom tab that you can use however you'd like. To display the Opportunities and/or Custom tabs within your booth, check the "Enable Opportunities/Custom Tab" box.

Booth Preview Content:

Booth Preview Content is a teaser that can be viewed from the lobby when a participant hovers their cursor over your booth, and can help bring more participant traffic into your booth.
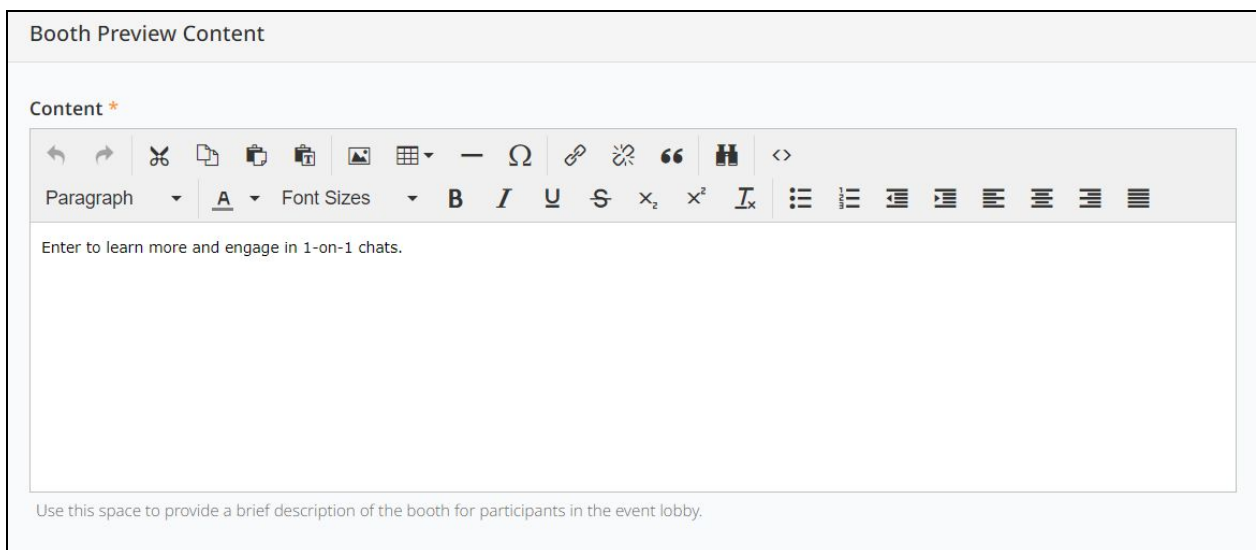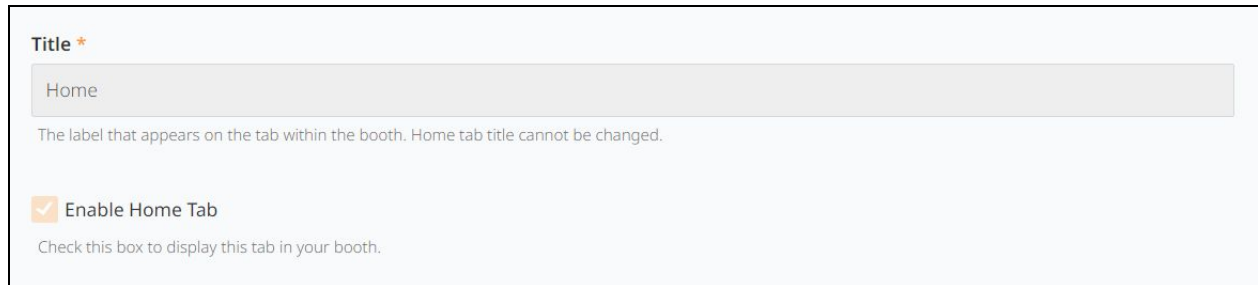
➔ The Booth Preview Content can include text or pictures.
➔ **External Links:** Please refrain from using external links or URLs that will take attendees away from the event.
➔ We recommend you add locations of your specific opportunities, as well as the primary desired background of the attendees. You may also want to use text to encourage participants to connect with you, such as "Visit our booth to learn more about our exciting opportunities in Sales and Marketing" or awards you have won.
➔ 2048 characters maximum (including markup), so err on the side of brevity.

Booth Home Tab:

The title within the Booth Home Tab is the content that will be displayed when attendees enter your booth.

Title *

Home

The label that appears on the tab within the booth. Home tab title cannot be changed.

☑ Enable Home Tab

Check this box to display this tab in your booth.

➔ **Title:** Home tab title cannot be changed.

Booth Home Banner Image:

The banner image is a large image that is displayed above content in your booth. This is an opportunity to bring your organizational branding to life with a logo or other photo.

Banner Image

UPLOAD   REMOVE   OPEN IN NEW TAB

Recommended image dimension: 1024px x 355px. Must be a jpg, jpeg, png, gif, bmp, or tiff file.

Overlay Text

This text appears over the top of the banner image.

➔ **Banner Image:** If you do not upload a banner image, a default image will show in its place.
➔ Recommended image dimension: 1024px x 355px. Must be a jpg, jpeg, png, gif, bmp, or tiff file.
➔ **Overlay Text:** Overlay text appears over your banner image. Put a brief-phrase here to engage participants and clearly define why you are exhibiting/who you want to speak with.

Booth Home Content:

Use this space to provide a brief description, synopsis, or mission statement about your organization. In this field, you can include text and images.

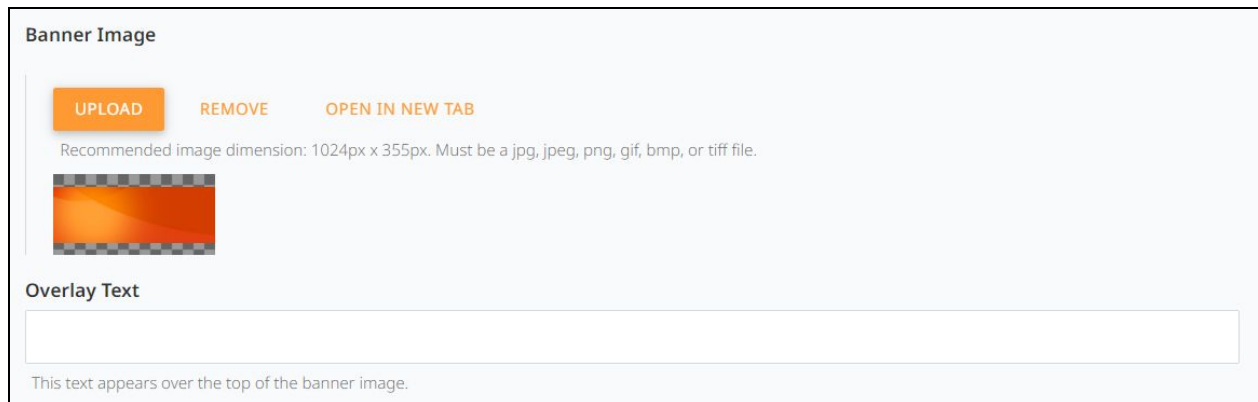➔ **Content:** Remember, participants can view your booth before, during, and after the event. Provide enough information to attract participants to learn more.

➔ **External Links:** Please refrain from using external links or URLs that will take attendees away from the event.

➔ Use the quality over quantity rule of thumb when you add content. You don't need to add all of the information from your website to these content boxes, participants can go directly to your website for that. You should give the participants some background on your organization and/or department.

Booth Home Insert/edit image:

➔ **Inserting Images:** When inserting images in the content fields, you must use the image source URL. You are not able to upload an image to this field.

Opportunities Tab:

The Opportunities Tab links directly to the Opportunities section. Use this space to introduce or summarize your opportunities/programs or open positions, instead of listing out available opportunities/programs/positions/links here. We recommend doing that through the Opportunities section.

➔ **Opportunities:** Check the box labeled Enable Opportunities Tab to display this tab in your booth.
➔ **Title:** Provide a specific title to encourage participants to click. On the Opportunities tab, use "Career Opportunities" or "Our Programs."

Opportunities Banner Image:

➔ **Banner Image:** The banner image is a large image that is displayed above content in your booth. This is an opportunity to bring your organizational branding to life with a logo or other photo. If you do not upload a banner image, a default image will show in its place.Recommended image dimension: 1024px x 355px. Must be a jpg, jpeg, png, gif, bmp, or tiff file.
➔ **Overlay Text:** Overlay text appears over your banner image. Put a brief-phrase here to engage participants and clearly define why you are exhibiting/who you want to speak with.

Opportunities Content:

Use this space to provide a brief description, synopsis, or mission statement about your organization. In this field, you can include text, and images.
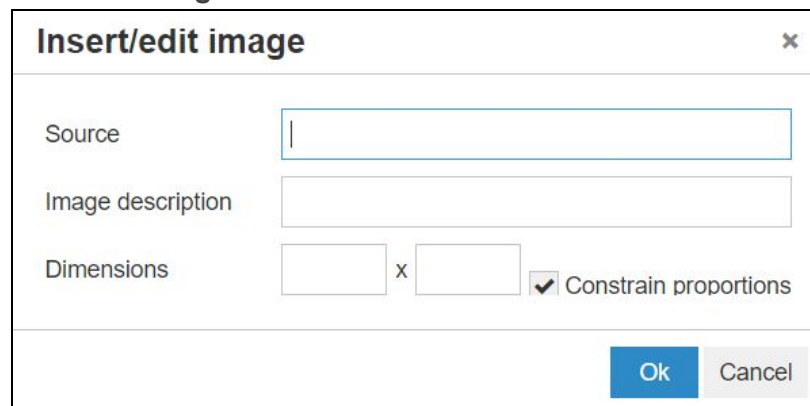
➔ **Content:** Remember, participants can view your booth before, during, and after the event. Provide enough information to attract participants to learn more.
➔ Use the quality over quantity rule of thumb when you add content. You don't need to add all of the information from your website to these content boxes, participants can go directly to your website for that. You should give the participants some background on your organization and/or department.

Opportunities Insert/edit image:

➔ **Inserting Images:** When inserting images in the content fields, you must use the image source URL. You are not able to upload an image to this field.

Custom Tab:

Use the Custom Tab to include any further information that makes your organization stand out. It can include information about your mission statement, benefits, videos, resources, or literature that attendees might find useful or informative.

➔ **Custom:** Check the box labeled Enable Custom Tab to display this tab in your booth.
➔ **Title:** Provide a specific title to encourage participants to click. On the Custom tab, instead of "About Us," "Our Mission," "Our Culture," or "Award Winning".

Custom Banner Image:

➔ **Banner Image:** The banner image is a large image that is displayed above content in your booth. This is an opportunity to bring your organizational branding to life with a logo or other photo. If you do not upload a banner image, a default image will show in its place. Recommended image dimension: 1024px x 355px. Must be a jpg, jpeg, png, gif, bmp, or tiff file.
➔ **Overlay Text:** Overlay text appears over your banner image. Put a brief-phrase here to engage participants and clearly define why you are exhibiting/who you want to speak with.

Organizational Video:

The organizational video allows you to embed a video, which introduces your organization or additional employment information.
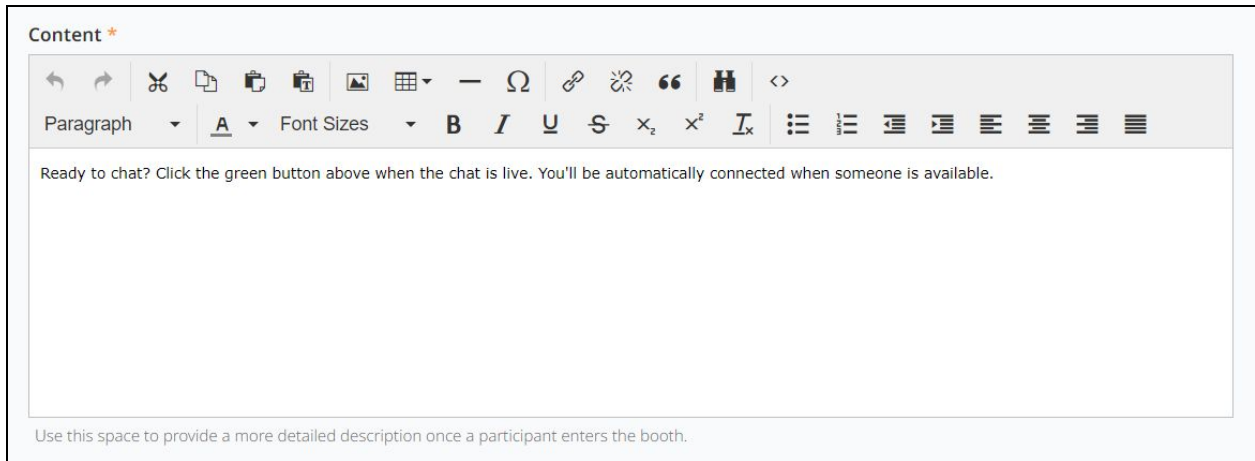
> **Organizational Video** The URL for the video which introduces your organization, preferably on a video streaming service like YouTube, Vimeo, Wistia, or Vzaar.

- ➔ **Organizational Video:** The source code for the video preferably comes from a video streaming service like YouTube, Vimeo, Wistia, Vzaar, or Vine.
- ➔ Note, for the video to be viewed within your booth, you need to add the embed code. A traditional link will not allow for in-booth video viewing.
- ➔ The banner image and the organizational video are directly adjacent to each other (*see example below*) in the booth, so we recommend that the banner image on this tab is simple and does not conflict with the video.
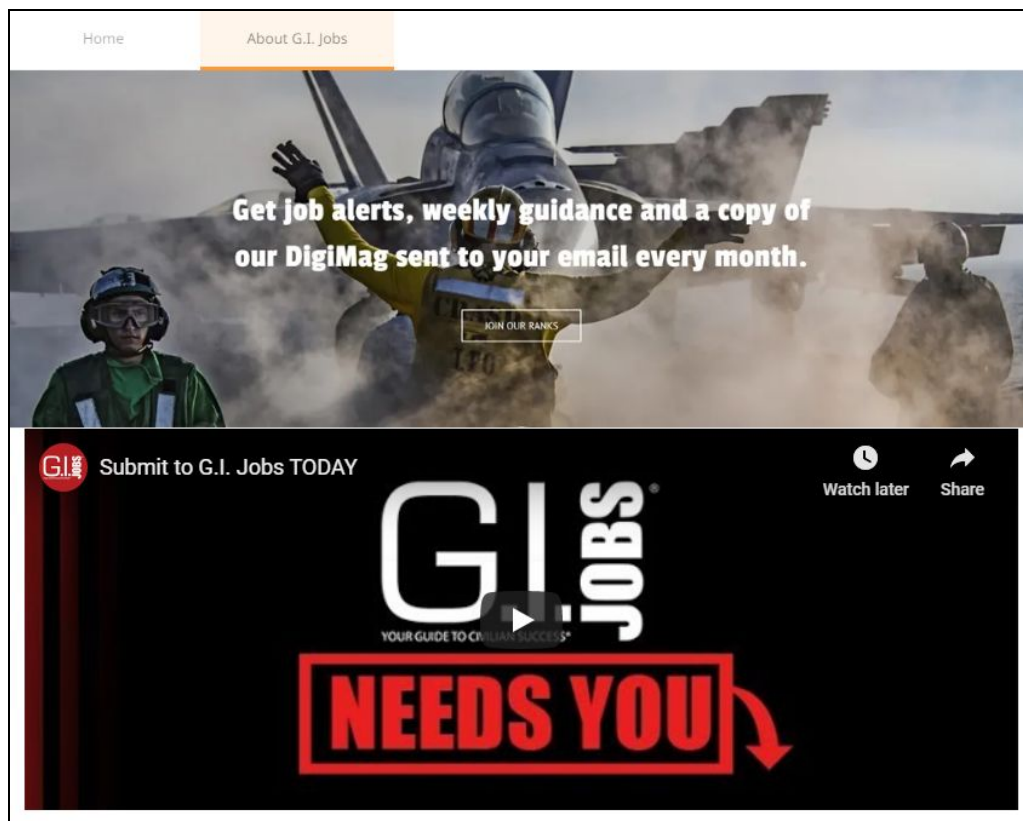
Custom Content:

Use this space to provide a brief description, synopsis, or mission statement about your organization. In this field, you can include text, and images.
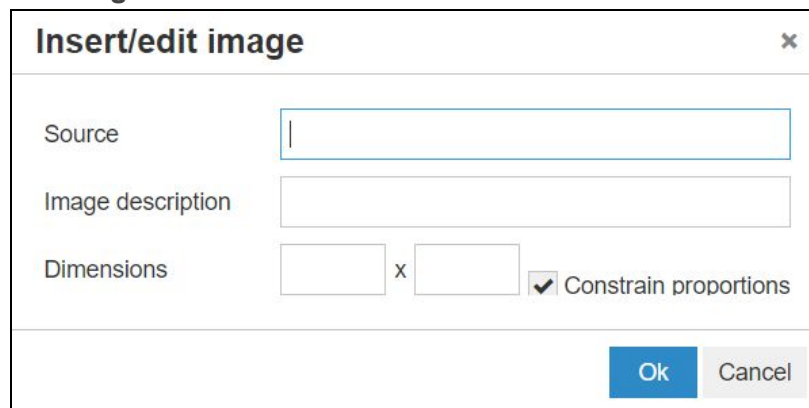
- ➔ **Content:** Remember, participants can view your booth before, during, and after the event. Provide enough information to attract participants to allow them to learn more.
- ➔ **External Links:** Please refrain from using external links or URLs that will take attendees away from the event.
- ➔ The content in this box will appear below the video.
- ➔ Use the quality over quantity rule of thumb when you add content. You should give the participants some background on your organization and/or department.

Custom Insert/edit image:

- ➔ **Inserting Images:** When inserting images in the content fields, you must use the image source URL. You are not able to upload an image to this field.

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Representatives

We recommend adding representatives at least 48 hours before the start of the event to allow your team to get their profile setup. **Anyone that will need to engage with attendees on the day of the event will need to be assigned as a Representative, including Booth Owners.**
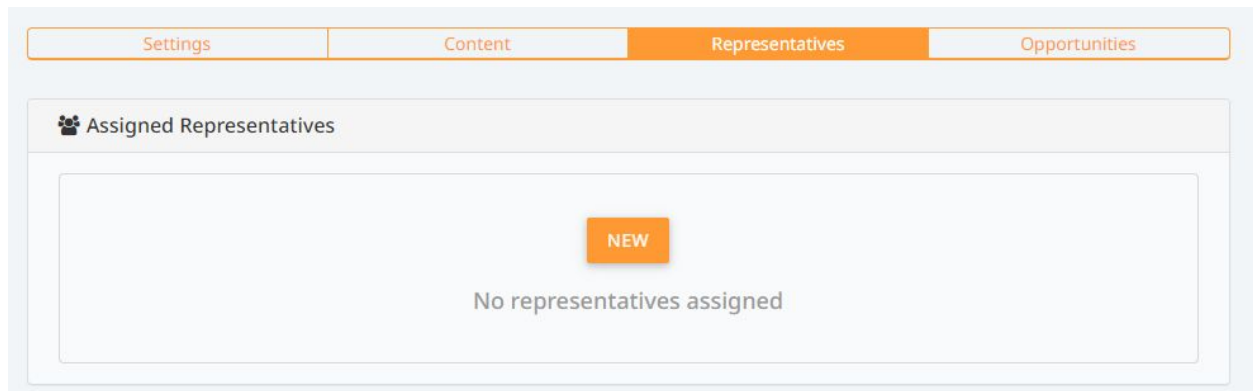
Adding Representatives is the most important aspect of constructing your booth. Add representatives to your booth as soon as possible, to prevent any conflict during your live event. When a representative is added, they will receive an automatic email (from notifications@brazen.com) with login instructions.

➔ Event representatives will receive an automatic email with login instructions.
➔ Event attendees will be able to click on the name/title of the representatives present in the booth to engage in a chat conversation.
➔ There is no limit on how many representatives can be in your booth, but we do recommend at least 4 to cover the number of attendees that we are anticipating.
➔ There is a 15-minute limit on each private chat, and users would go into a wait queue if the chat is full.
➔ Each representative can speak with 4 attendees at a time.

Opportunities

You can add up to 7 opportunities in your booth. The opportunities will be displayed on the booth's Opportunities tab.
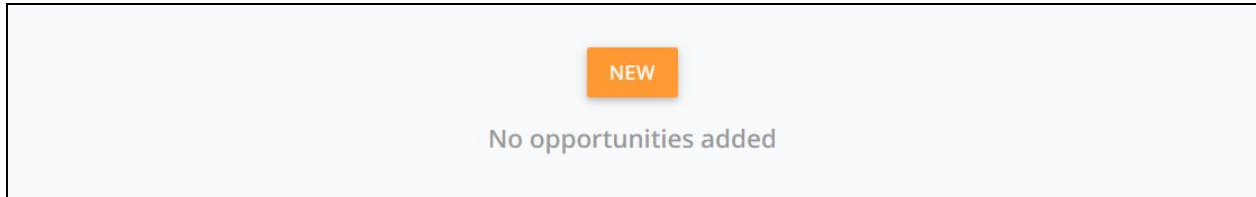
➔ **Opportunities List:** When an attendee clicks to chat in your booth, they will be prompted to select the opportunity that captured their interest.
➔ **SmartQueue:** You can also use SmartQueue to manage the line by specifying up to 5 questions for each opportunity. The attendee will be prompted to answer these questions and SmartQueue will use this input to place representatives into chats with the most appropriate available attendee.

SmartQueue is a feature that allows you to post up to 7 opportunities (jobs, internships, programs etc) in your booth and add up to 5 qualifying questions for each opportunity. When a candidate gets in line to chat one-on-one with you, they'll select the opportunities and then be asked to answer your 5 qualifying questions. Those with the best responses will be moved toward the front of your line. It helps recruiters utilize their time by matching recruiters with the most qualified candidates.

At this time, you cannot direct attendees to chat with specific representatives within your booth. Currently the way participants are paired with representatives within your booth are in a "roulette" format. However, SmartQueue will move the best matched participants to the top of your queue. There is a forward feature within the platform located on the rating screen as well as in your History where you can "forward" the participant and all of their information to a colleague that might be better suited to follow up with next steps.

Helpful Resources

How do I participate in the live event as a representative?

➔ This article and video contains detailed instructions for logging in to an online event as a representative. View the article and video here.
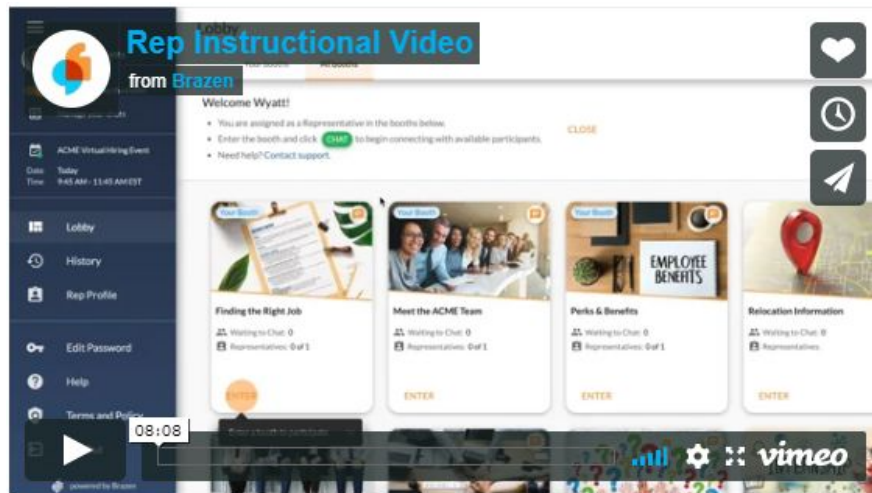
Complete Your Employer Booth in 6 Easy Steps

➔ Complete your branded employer booth for your upcoming career fair. Click here for quick tips on how to successfully edit and share your available opportunities.

Help your team participate in an online event in 3 easy steps

➔ Click here to learn how to get your team ready to participate in our online event.

What is SmartQueue?

➔ SmartQueue is a proprietary feature that helps you connect to the best participants for your specific roles or opportunities during a live event. Enabling SmartQueue will prioritize the most qualified participants in line to chat. Learn more here.

Booth: Hiring for Multiple Positions

➔ When participating in our virtual events, your booth will be a candidate's first impression and likely influence them to stick around for a conversation. There are a number of ways to make a great booth and they all include adding information to each tab. Click here to learn more.