

Product Brochure

2021

gradGREENHOUSE Virtual Career Fair

How college and university students find their best
careers

About us

gradGREENHOUSE offers a market-leading Virtual Career Fair platform that connects college and university students with employers for internships and jobs. Designed specifically for higher education, the platform equips universities to host engaging virtual recruiting and networking events that connect students with companies across the street or across the globe.

As a global team of passionate and curious problem-solvers who combine higher education experience with an understanding of what top employers are looking for, we partner with you to bridge the gap from college to career.

We believe:

- ✓ Students and graduates deserve to find their dream job, regardless of background.
- ✓ Employers deserve to showcase their brand and make meaningful connections with interested and diverse talent from around the globe.
- ✓ Universities deserve a customizable career services solution that makes it easy to connect graduates with employers and increase graduate employment numbers.

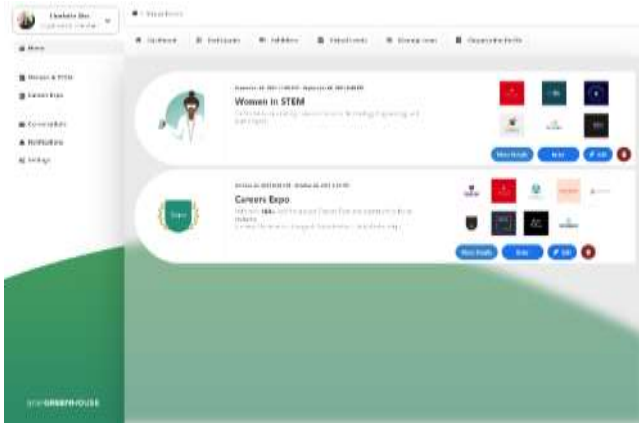
Our solution:

An innovative virtual career fair platform that enables

- ✓ Universities to customize the virtual experience and connect students with companies across the globe
- ✓ Students to showcase their skills, talent and achievements by connecting with employers, mentors and alumni to build authentic relationships and networks.



Organizer experience



You're in control. You set the schedule. Customize fairs according to your preferences and white label with your logo, colors, and domain.

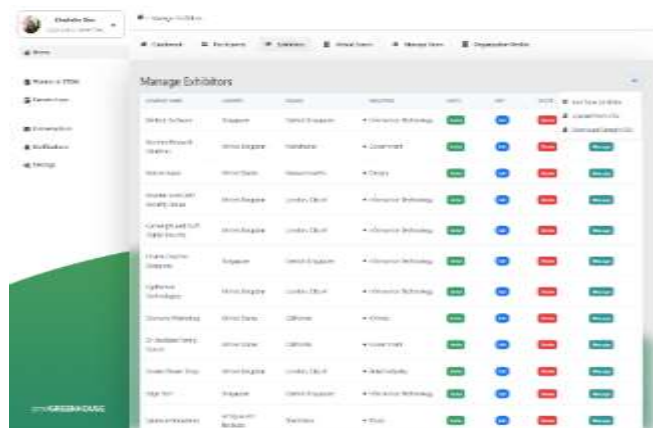
Use our attractive and fun engagement tools to invite students. Offer companies package options with premium features and enhanced visibility.

Create, edit, and modify profiles and booths and track registrant progress.

Bring your team to the fair! Offer on-site coaching and career advising, resources, and live presentations. Keep it fun, engaging, and feeling like a live event.

Keep an eye on things. Manage and moderate users, comments, and content within the platform. You can even de-activate an account if necessary.

Message participants and exhibitors individually or as a group and see real-time data of activity within the fair.

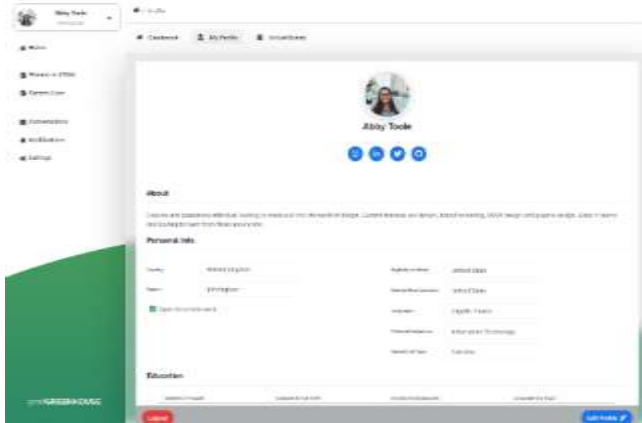


Measure your success. After the fair, access in-depth data and analytics to track participation, engagement, and outcomes.

We debrief with a set of tools and questions designed to improve future experiences for you, your students, and your company partners.



Participant experience



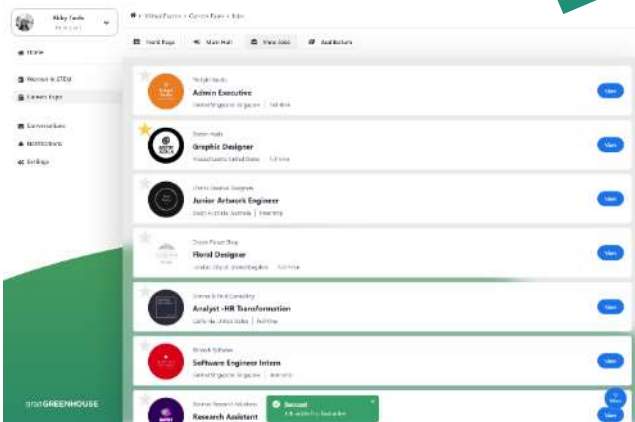
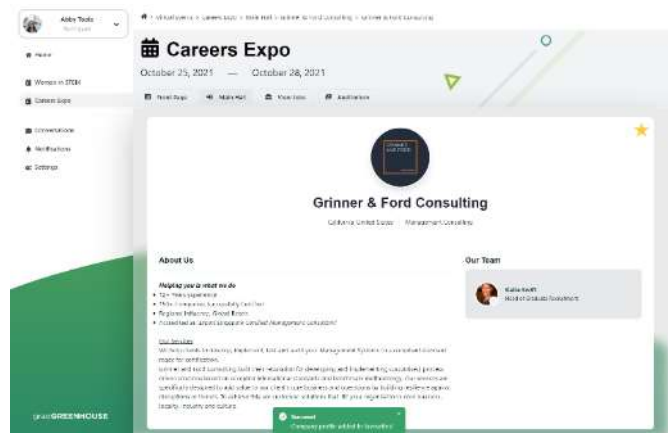
Go beyond GPA. Students build a personalized profile showcasing their education, work experience, and portfolio.

Up to 48 hours before the event, students can explore companies and jobs, using filters to easily identify targets to research.

Go global. Students can attend the fair from wherever they are in the world – on a computer or mobile device.

Students can visit company booths to explore videos, download materials, establish connections, and initiate conversations.

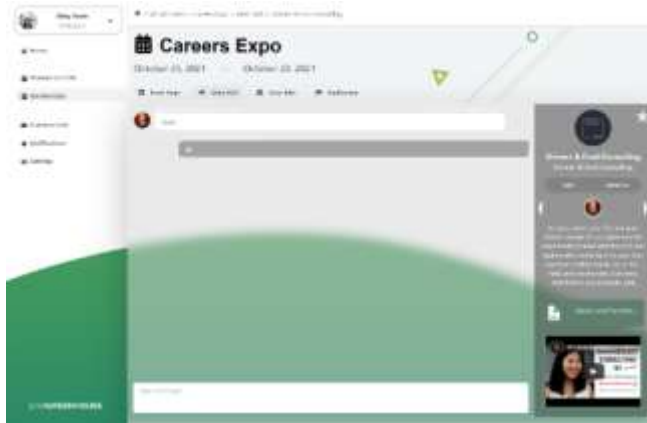
Always something to do. Students can attend live presentations, access career services staff and resources, and utilize career prep learning and assessments.



With just one click, students can express interest in specific jobs or internships so that recruiters and hiring managers can follow up after the fair. Students can also review their selections and formally apply later.



Exhibitor experience



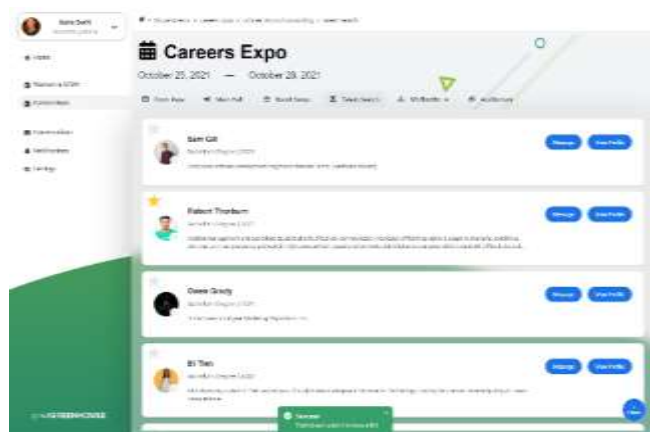
Companies build custom, branded booths with curated videos, brochures, and documents for students to view and download.

They can post unlimited jobs and internships, track applications as they come in, and follow up with candidates after the fair.

Go live. Employers with premium packages can present live in the auditorium.

Get a head start. Recruiters can reach out to students who match their criteria before the event. Our stats show students are 40% more likely to attend if a company reaches out prior to the event.

Exhibitors can quickly filter thousands of attendees to target outreach by students' preferred job type, industry, and location; find students who are online; and initiate a chat.

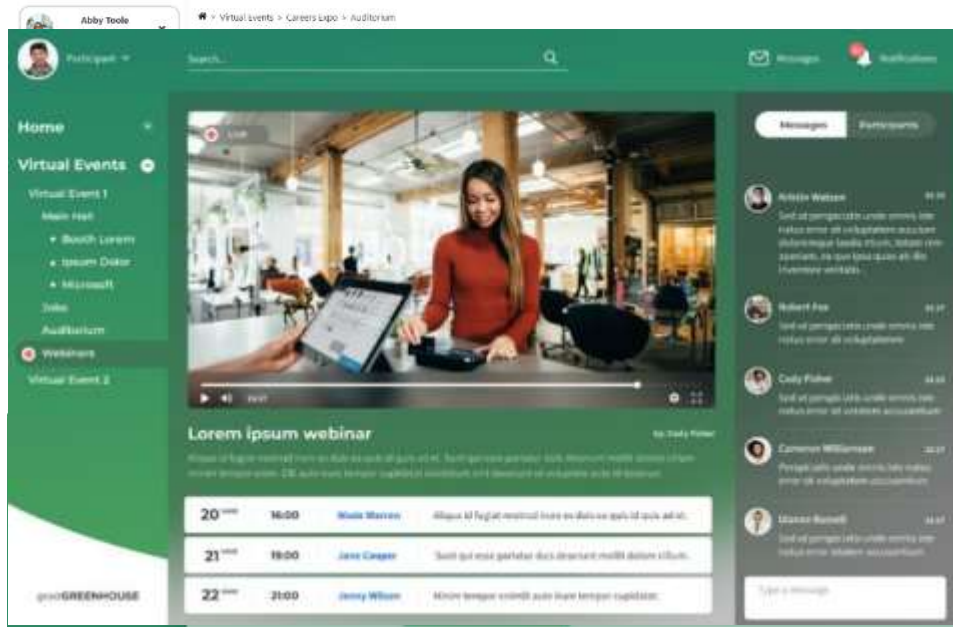


All registered exhibitor team members can engage students in 1-on-1 casual conversations, pre-screening interviews, or Q&A sessions.

Virtual meeting rooms offer a face-to-face feel and valuable direct contact between employers and students.

Auditorium and live events

Companies, alumni, and career team members can host live webinars, information sessions, and Q&As in the Auditorium. Students can attend these scheduled events live or watch replays any time.



Students can explore all educational, company, alumni, and career center videos that have been uploaded to the platform in one place – the Auditorium.

- ✓ Host live keynotes and roundtables and share company videos in this central space.
- ✓ All event participants can visit the Auditorium to access programming
- ✓ Pre-recorded and live presentations
- ✓ Speakers include employers, alumni, faculty, partners and sponsors
- ✓ Live Q&A allows attendees to interact with speakers
- ✓ Company branding available with Auditorium sponsorship

The GGH difference

Outcomes Focused

Track the impact of your virtual career fair with student-level, company-level and event-level analytics, reporting and surveys.



Engaging Interactions

A dynamic space for learning and connection with live 1:1 conversations, speaker presentations and Q&A's.



Custom To You

Partner with us to build a virtual experience that seamlessly reflects your brand and engages your students, employers and alumni.



Tailored Experience

Students can watch curated videos, chat with an alum, request to meet with top employers, read tips on interview best practices and more.



Integration & API

Already have a database of your students' information? Talk to us about integrating it for a seamless experience.



Your virtual career fair partner

gradGREENHOUSE partners with you every step of the way to create and host a successful event.

Support before, during, and after the event

- ✓ We hold a series of onboarding sessions with your team to plan your event, provide guidance and best practices for hosting a successful career fair, and help with set-up.
- ✓ We have 24/7 customer support before and during your event.
- ✓ We meet with you after the event to discuss data and analytics, hear your feedback, and plan future events.

Contact me to learn more about how a partnership with gradGREENHOUSE can benefit your team.

[Elaine Marshall](#)

Business Development and Relationship Manager

em@gradgreenhouse.com

+65 69220828

