

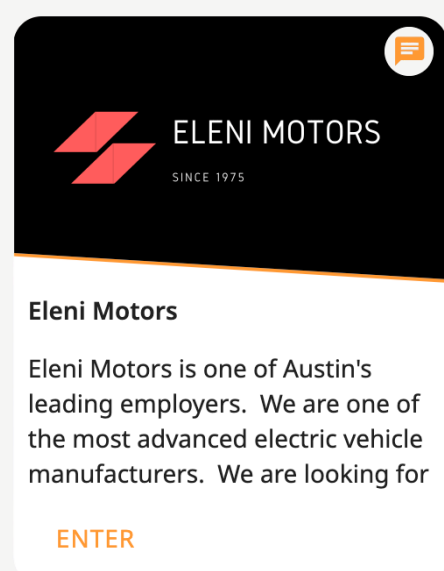
SET UP FOR SUCCESS

BE PROACTIVE. ATTRACT THE RIGHT TALENT.

Brazen allows you to curate high and quality attendance to your virtual event booth. Start by showcasing your brand and highlighting which opportunities you are offering. Make it simple for registrants to search for you, while enabling your representatives to connect with top talent ahead of time.



1 MAKE YOUR BRAND SHINE



Mirror your company's personality virtually with our fully customizable booths. Create an immersive experience for candidates by adding informative videos, infographics or links that convey your corporate culture, departments and everyday life of your employees.

[Brazen's Branding Guide](#)

2 START A CONNECTION EARLY



Moira Baxter

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INVITE TO BOOTH

The ability to search, filter and invite registrants to booths ahead of the event is a great outreach tactic. Easily review registrants' profiles and CVs and encourage the top candidates to visit your booth by letting them know you're interested in meeting them.

[How to Search & Invite](#)

3 HELP TALENT FIND YOU

2 results match your search.

Simplify the process for registrants to find great companies like yours by allowing them to search tags like location, job category, experience level and more. Simply add tags to your booth to help direct the right candidates to discover you.

[How to Tag Your Booths](#)

4 FLAUNT THE OPPORTUNITIES



Now that you have caught the registrants' eye with your brand and attracted them to your booth, expedite the hiring process by showcasing your open positions on the Opportunities Tab in your booth.

[Opportunities Tab Inspiration](#)

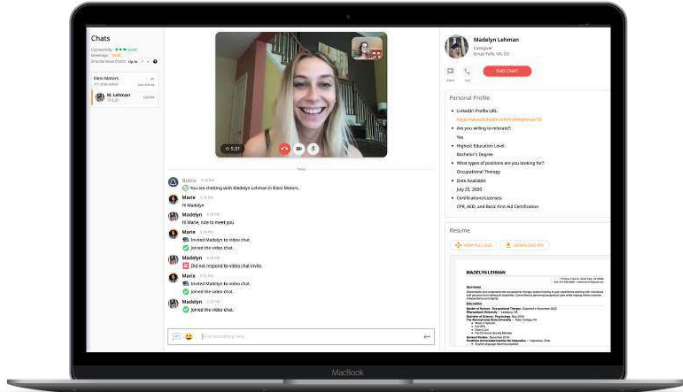


Pro Tip! Map out the candidate's journey for the event to understand each and every touch point. Use these and other tactics to provide them with an outstanding recruitment experience.

BENEFITS OF BRAZEN FOR ALL EXHIBITORS

By simply participating in your Brazen-powered event, any exhibitor is receiving the value of aligning with your organization. All exhibitors at your event will benefit from these fundamental Brazen features:

Every Brazen conversation delivers an **enhanced virtual experience for meaningful connection.**



Booth Branding & Customized Content

Brazen booths are built to be branded. Exhibitors can control all the content that appears in their booths, such as videos, infographics, links, etc. that convey corporate culture, departments and everyday life of employees.

Search & Invite

Before the event, exhibitors can search resumes and invite top candidates to visit their booths by letting candidates know they're interested in meeting them.

Discoverable Booths

Exhibitors can use booth tags like location, job category, experience level and more in order to simplify the process for candidates to discover and target the companies that best match their search criteria.

Automated Queues

All chats are automatically facilitated by the platform. Additional SmartQueue technology allows employers to prioritize meeting the most qualified candidates by assigning questions for specific job opportunities.

Follow-Up Features

When an exhibitor meets a candidate they want to follow up with, they can use the functions built right into the Brazen platform to expedite scheduling and prioritize follow-up. Whether it be right after a chat or after the event, exhibitors will have access to their chat transcripts and can choose to follow-up when is best for them.