1,755 STUDENTS SIGNED UP
174 REPRESENTATIVES ATTENDED

ATTENDANCE BY YEAR

STUDENT ATTENDEE DEMOGRAPHICS:

EMPLOYER FEEDBACK

IF GIVEN THE CHOICE, EMPLOYERS WOULD PREFER ATTENDING A FAIR THAT IS:

VIRTUAL: 26%
IN-PERSON: 39%
HYBRID: 13%
NO PREFERENCE: 22%

GLOW POINTS

GROW POINTS

"Our managers really enjoyed being a part of this virtual fair. We got to interact with some great students. We are collecting the required information and will follow up with the participants accordingly."  

"The team from Western was really helpful in assisting me with everything. The event was a success because of their follow up."

"The fair went well for us; however, we were unable to use the representatives feature in the best possible way."  

"We expected a larger turnout at the booth, but surprisingly people we didn’t speak with are steadily applying to our Associate position, so we take this as a positive that our booth info was very clear on what we were looking for."

"Some organizations didn’t have much information in their booths, so it was hard to figure out what positions they were offering, as many organizations were fairly large."

"Overall, I think this was a great experience. The platform used (Brazen) was phenomenal and a great way to host a career fair. I would definitely keep attending them in future years!"

"I did get to network with some great companies, it was a really good experience, and I actually got some interviews out of it!"

"Promote Healthy Living"
"Improve Mental Health"
"Help People Reach their Potential"
"Communicate Ideas and Emotions"
"Create Meaningful Experiences for Others"

"18% SCREEN

Employers will screen 347 students in part of their recruitment process

9% INTERVIEWS

Employers will interview 178 students

39% TALENT PIPELINE

Employers will consider 732 students for future recruitment

ATTENDING ORGANIZATIONS SAY THEY SOLVE

Students are interested in solving

THE TOP 5 CHALLENGES THAT...

Help People Reach their Potential
Create Meaningful Experiences for Others
Help Others Solve Problems
Foster Sustainable Development
Prepare Future Leaders

96% of employers reported that the Brazen platform was easy to use
92% of employers who prescheduled a chat prior to the event found this function beneficial
96% of employers were able to source potential talent for their organization
83% of employers reported that the Brazen platform was easy to use
81% of students reported that the Brazen platform was easy to use
79% of students shared their LinkedIn profile