Brazen Administrator Guide

Table of Contents

Getting Started & Familiar with Brazen

Account Home

- Account Administrators can access this page when logged into Brazen

- The account home is where admins can create and manage events, and all related settings in events.

Bookmark app.brazenconnect.com/cc

In the account home you can:

1.Create Templates:
Templates are the base setting of your event and include landing screen design, custom registration forms, booth layout, and chat settings.

2.Create New Events:
Primarily used for virtual career fairs/open houses. Events are scheduled in advance with start and end times.

3.Create Series:
Series is a set of events that happens on a recurring basis. *(These would be used for the recruiter office hours).* By creating a series you can schedule and promote multiple events on an ongoing basis.

4.View Upcoming and Previous Events:
View all of your upcoming & previous events.

5.Reports:
Download Registrants and Ratings Reports across multiple events

Templates

Templates are a way to edit and manage event settings & content. A template includes all of the base settings to build an event, including a landing screen design, registration forms, booths, assigned representatives and chat settings.
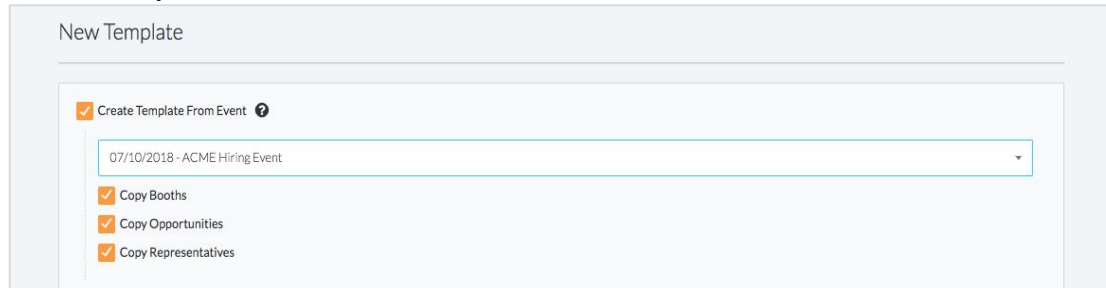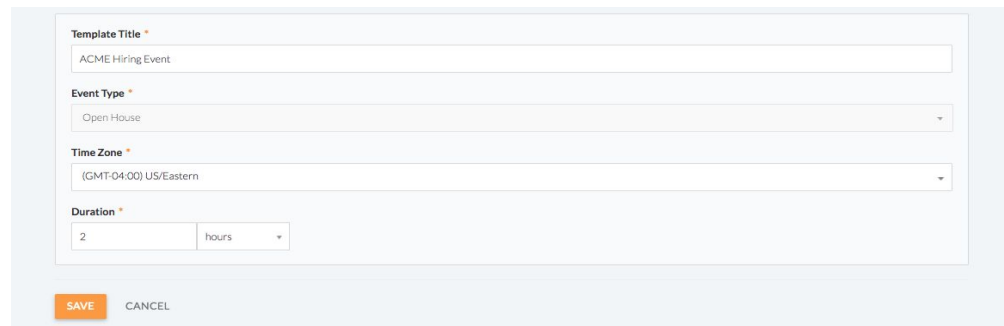
How To Create A Template

Your account will have access to Brazen's default templates based on the event types your account may host. You can edit the existing templates, create a new template from scratch, or create a template from an existing event. (*Note: you cannot create a template from an event within a series*).

1. Navigate to **Templates**.
2. Click "**NEW**" to create a new template.
3. To create an event from scratch, leave the box "**Create Template from Event**" unchecked. If you decide to create a template from an existing event, you can choose to copy the booths, opportunities, and representatives as well.

1. Then, complete the required fields.

1. Hit "**Save**" to create your template.

How To Create A Template : Landing Screen

Once you have created your template you will then need to begin building it out. We recommend starting with the event Landing Screen, as this is what candidates will view first.

1. Within your template, navigate to **Landing Screen > Design**.
2. Choose **Landing Screen (NEW)** for optimized conversion. (Contact your account manager if you are unsure which Landing Screen to utilize for your event.)
3. Upload a custom background image.
4. Update the editable fields displayed on the landing screen (new) by navigating to **Landing Screen > Content**. Fields you can edit on the landing screen design are:
   - **Event Logo**
   - **Who should attend?** - A simple text field to let participants know your target attendee (i.e. Alumni in Technology, Rockstar consultants, Engineering jobseekers"
   - **About the event sponsor** - A custom text area to talk about your organization or other details for the event.

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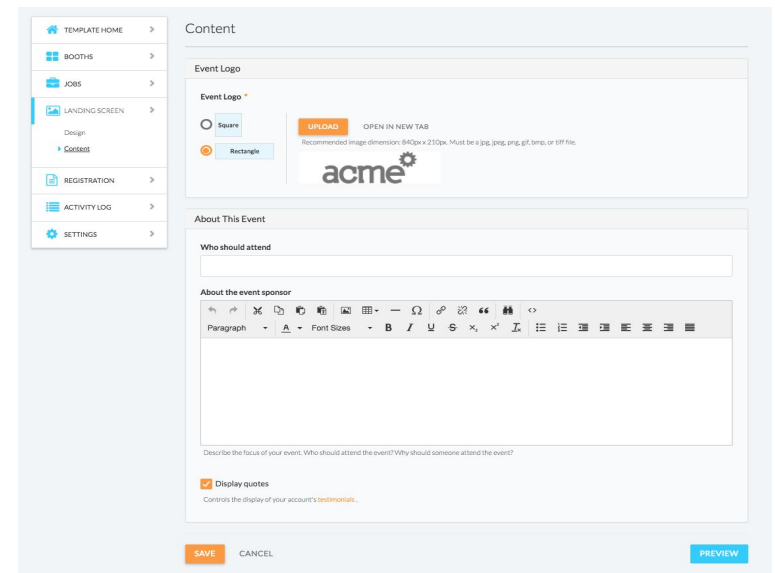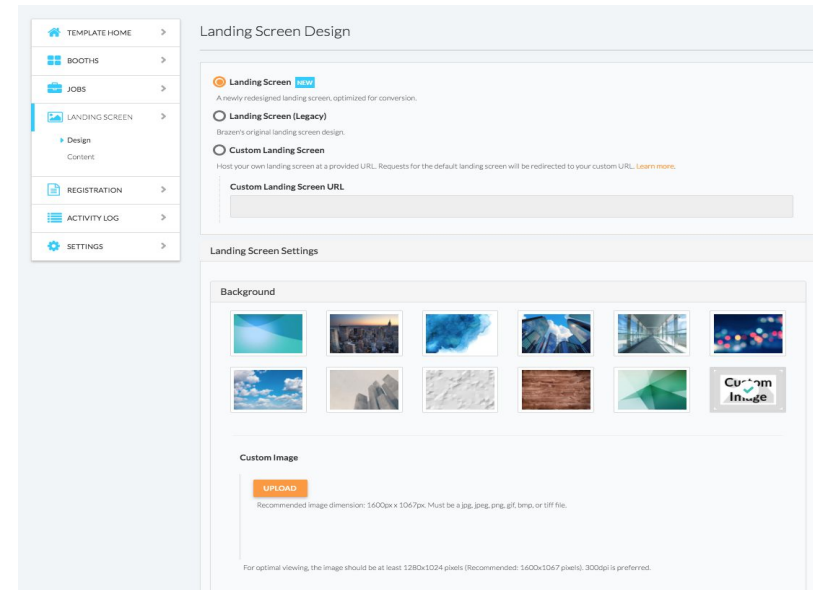
How To Create A Template: Candidate Registration Form

Note: the registration form will be visible to representatives during the live session. They will be able to see how the candidates answered the form, which will allow them to better determine what roles the candidates are the best fit for.

- Go to the **registration tab**, click **candidates form**

- You can select the **add field** button to create a new field, or select the "**pen and paper**" symbol to edit an existing field.

- To determine what questions to include, ask the recruiters the following:

-Are their any specific skills/qualifications needed

-Does the candidate have to be located in a certain area

-Is there a certain amount of years of experience that is required for the role

OR anything else that is important for the recruiter to know about the candidate should be added to this registration form, in the form of a question. **Note that you can restrict registration by limiting signups or asking "knock-out" questions, if needed.

How To Create A Template: Event Booths

- On the Template Home Screen go to the **Booths** tab, click the "Add New Booth" button to begin creating a new booth.

- All you need here is a booth title. The way you segment booths is up to you (locations, recruiters, positions, departments, etc.). If you are stumped here, you can ask the our Brazen Account Manager how best to organize the booth.
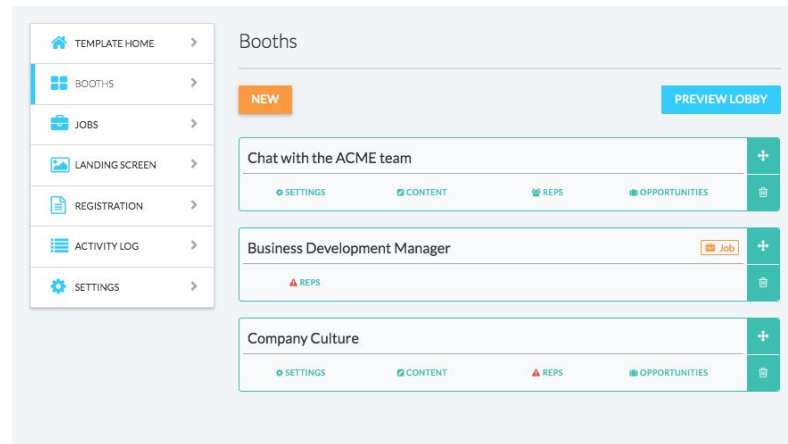
- Once your booth has been created, you can add representatives (e.g. Company Name recruiters/sourcers/hiring managers). All you need to do is add their name, and email, and they will get an email to sign up and register. ***Note**: representatives will need to create a profile; this is a one-time process.

- On the Content Section, if you check 'enable opportunities' box, you can add specific req #'s that the recruiters share (if they do). This allows the candidates to search for the opportunities that are available in the event.

How To Create A Template: Settings

Manage Chat Settings

1. Navigate to **Settings > Chats**.
2. Input your maximum chat duration. Note: This does not include chat extensions of 2,5, or 10 minutes.

Enable Multi-Chat

1. From the **Chats** section, check the box to enable **multi-chat**.
2. Adjust the maximum number of simultaneous chats you would like to allow for each peer group. There is a maximum of 4 simultaneous chats.

Learn more here.
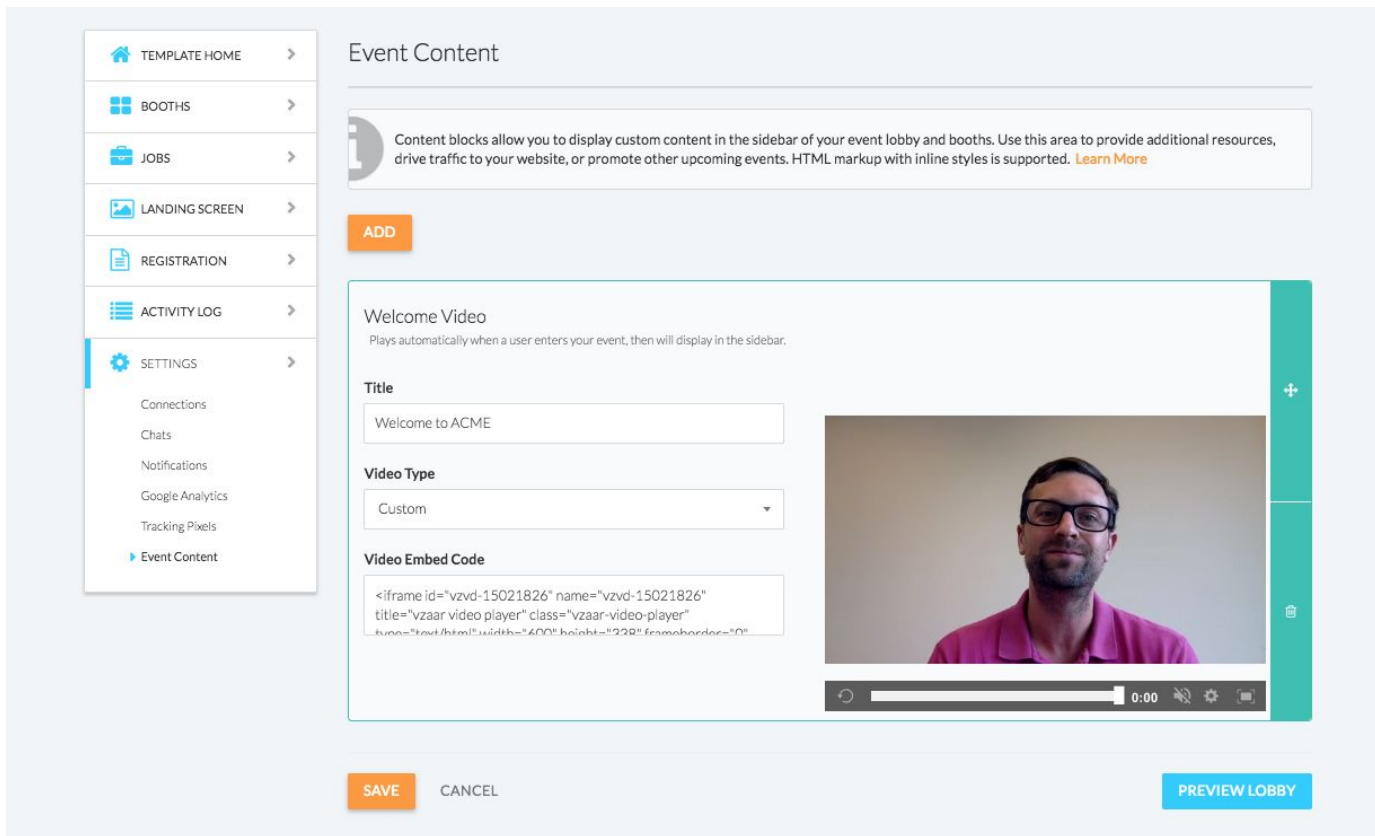
Continued How To Create A Template: Settings

Add Content To Your Event Sidebar

1. Navigate to **Settings** > **Event Content.**
2. Click **Add** to open a window to select the type of content you want to add.
3. Follow the on screen instructions to add content and **click save.**

Learn more here.

Continued How To Create A Template: Settings

Custom Event and Booth Branding

1. Navigate to **Settings** > **Event Branding.**
2. Input the hex code for your background color and accent color, and select either gradient of solid fill for the background.
   - Note: The background color will be used for the navigation menu on the left hand of the event lobby. The accent color is used for elements such as: buttons, radio buttons, checkboxes, etc.
3. Don't forget to **click save.**

Learn more [here.](#)
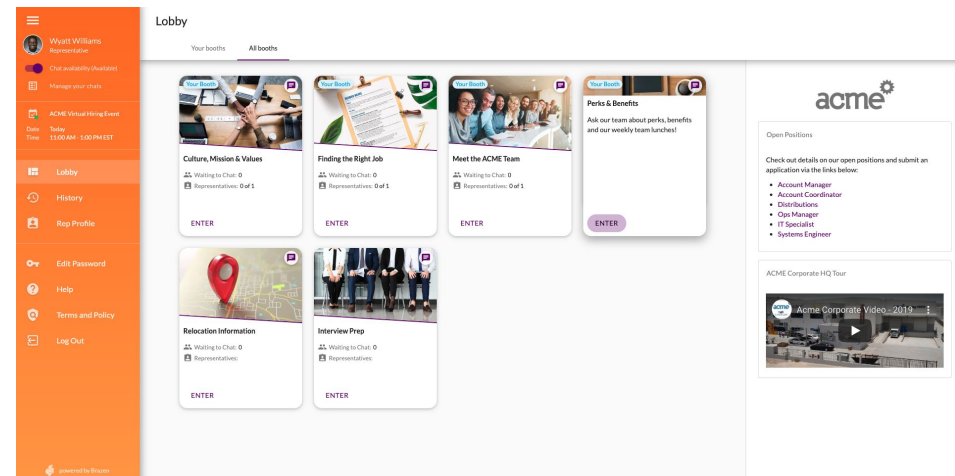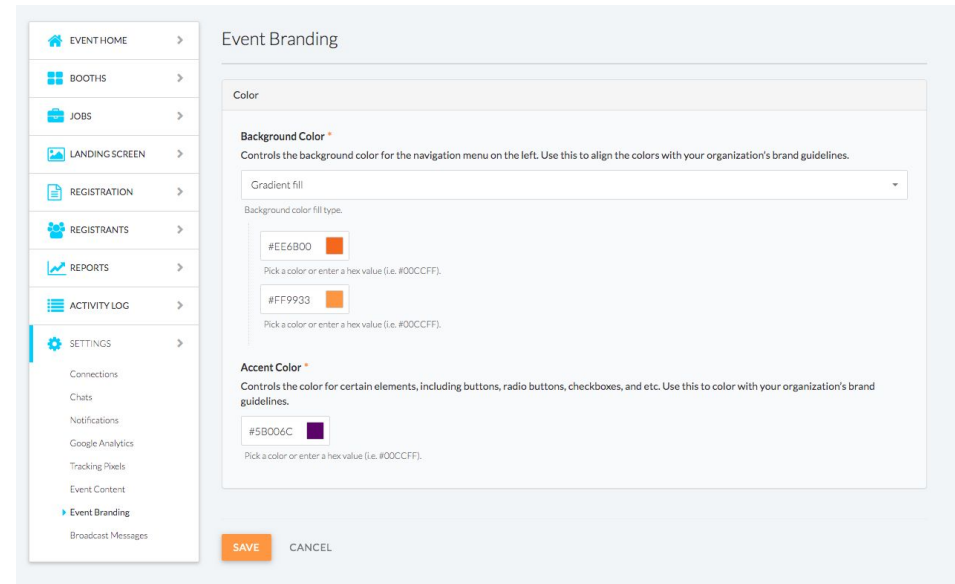
Create Event

How to create and schedule an event

1. From your Account Home, click the **New Event** button.
2. Select the template that you want to use as the base to creating your event.

New Event

Template *

- select a template -

- select a template -
ACME Hiring Event
Demo: Open House Event
Expo Default
Mixed Networking Default
Mixed Networking Default
Networking Demo
Open House - Test
Open House Default
Peer Networking Default
Student-Alumni Networking
Student-Alumni Networking

Continued How to create and schedule an event

3. Input the event **start time**, and if necessary make any other adjustments to the event title, subtitle, or duration.

4. Identify if you would like to add a "Featured" banner in your plugins, this will give the event first priority in the order of events shown.

5. Hit Save. You will be taken back to the Account Home screen, where a confirmation message will display. This new event will be displayed in your **upcoming events** in your Account Home.

Title *

Registered Nurse Open House

Subtitle

Learn more about a career with ACME Health as a Registered Nurse

Start Time *

07/17/2019 02:00 PM

Time Zone *

(GMT-04:00) US/Eastern

Duration *

2   hours

Promoting in the Plugin

☑ Feature this event

Displays a "Featured" banner in the plugins and gives it first priority in the order of events shown.

☐ Never display in Career Site Plugin

☐ Never display in Job Req Plugin

SAVE   CANCEL

How to create and schedule a series

A series is a set of events that occur on a repeating basis. These are used for Recruiter Office Hours / chat series .
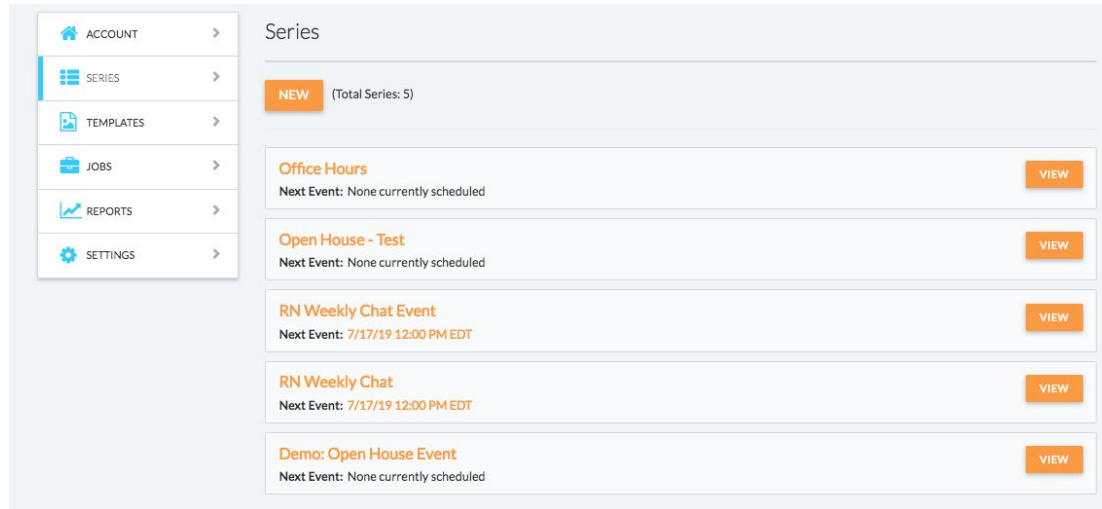
1. Select **Create Series** from your Account Home or Series List. Choose a template from your account to build your series events from. The settings and content from the template will be applied to each of your events.
2. Enter a series title. This title will be used for ALL of the events in the series.
3. Set your series start time, click the date and time for the first event in your series, then set your series schedule (when and how often your event will occur). The "Ends on" date defines when the series ends
4. After clicking OK, your series events will begin generating and you will be taken to your new series home. The series home displays a month-by-month view of all the events in your series.

Learn more here.

How to create a Video Broadcast Booth

1. Within your event, go to the **Booths** tab and click NEW

2. Select **Video Broadcast** as the Booth Type

3. In the General Information section you will customize the booth title, logo and image as well as add any desired social media links

4. Click SAVE and you will be returned to the **Booths** screen displaying your newly created Video Broadcast Booth. The red warning icons indicate you are missing required information

Learn more here.

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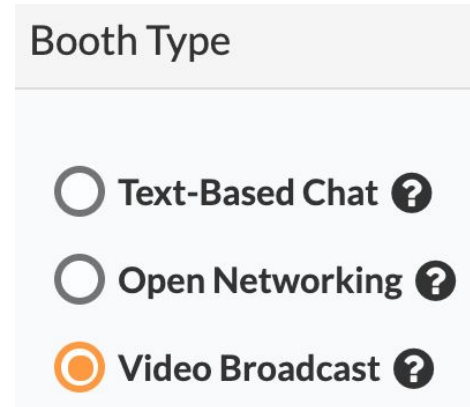
Tracking Links For Marketing The Event

- In your event, go to **Reports** and click **Tracking Links.** Here you can set up different links per each source that you are marketing on. Title the platform accordingly, and it allows you to see how many registrations you have for the event from that source.

- Examples of tracking links: Avature, Company.com, LinkedIn, Facebook, Twitter, Recruiter Profiles (so you can see how many registrants came from each recruiters posting).

- Once the tracking link has been created, you copy the URL and add it to the marketing collateral, or send to the recruiters

Learn more here.

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Event Best Practices

Before the Event: Marketing

- 7-10 days out- start Marketing the event.
  - Send out email to your Talent Community/ ATS/CRM, send event links to recruiters to post on their LinkedIn profiles, you can also post the event links in the job requisition.

- 4 days out- share with the recruiters how many candidates have registered for their event.
  - To do this, visit your **account home**, find the name of the **even**t, and see how many appear under **Registrants**.

- Day before- Complete the same steps above

- 1 hour before event – Complete the same steps again

During the first event, it's helpful to set up a meeting invite with Skype, with all the recruiters involved. If questions come up during the event (for you, or amongst the recruiters) they can all be discussing via webex, since not everyone may be in the same office.

During the Event: Tracking

- Make sure the recruiter on point sets up a meeting with all of the recruiters involved in the event. That way, if questions come up about candidates, reqs, etc. during the event, they can chat about anything while they are IMing with the candidates.

- As the admin you should join this call as well to be on point in case they need anything related to the platform.

- While the event is going on, you can check how many candidates are in the event at a certain time. This auto-refreshes so is always giving you live information. To access this, go to reports, then activity report.

- The information in this report shares live information on: total attendees in the session, attendance rate, active participants (candidates), active reps (recruiters), # active chats occurring, and # of completed chats
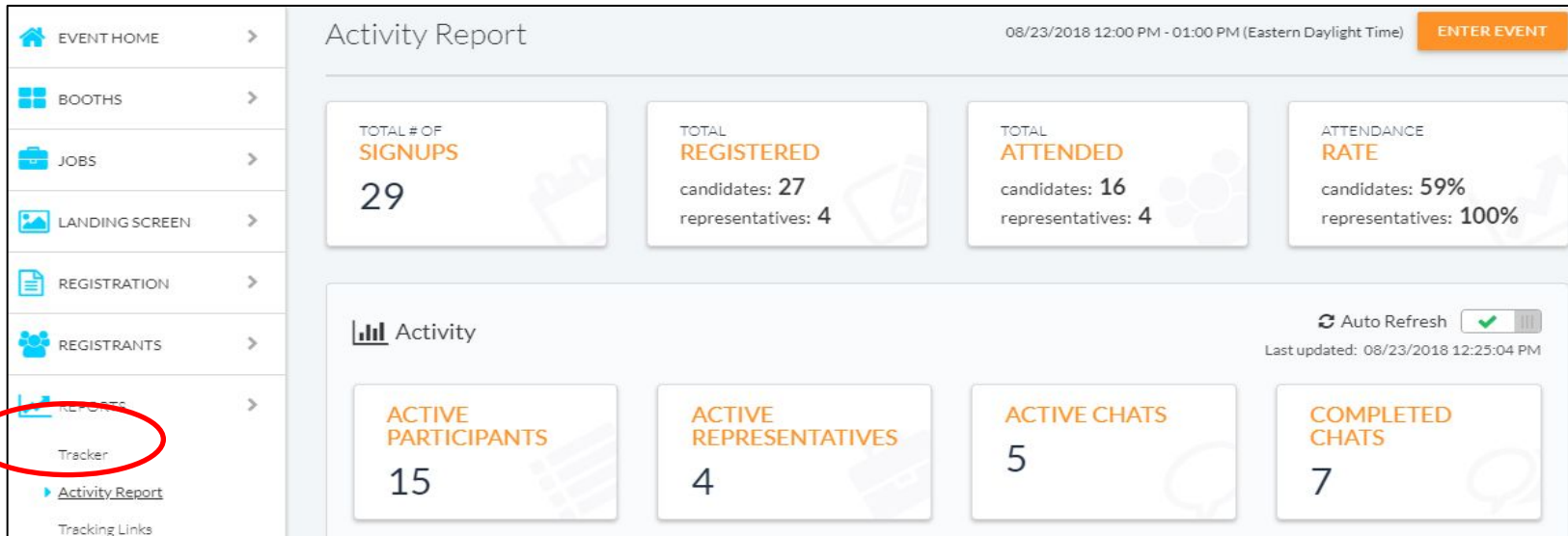
Learn more here.

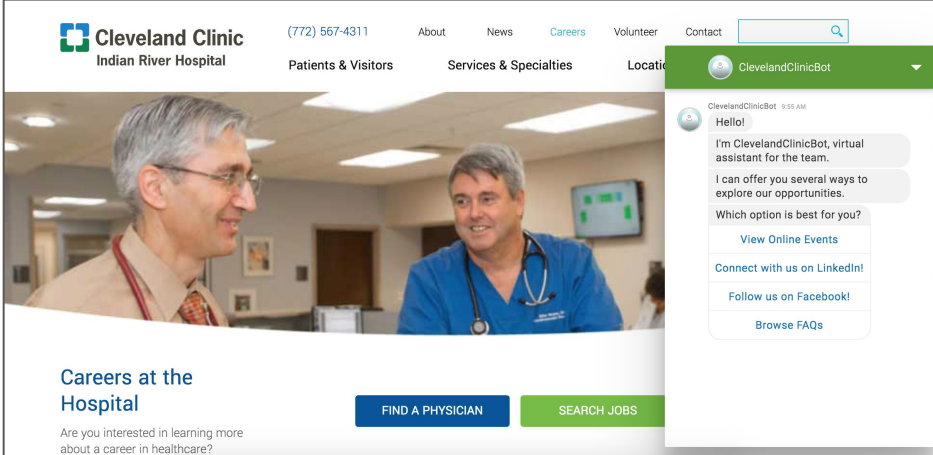# After the Event – Debrief & Follow Up: Event Reports

- To download reports navigate to the **Reports** section of your event, then select **downloads**. Click **download** for the report you would like to access.
  - **Event Participants (CSV):** this report is a list of all candidates who signed up, registered AND/OR attended the event. This also includes detailed registration data. During an event, this report is updated in real time with attendance information.

    - As a best practice, save this file (excel) and send it out to all the recruiters after, so they can follow up with the candidates based on the "next steps" that they filled out for each candidate. This is great to use for following up with candidates and analyzing the success of your marketing efforts and the event itself.

  - **Participant Registration Documents (.zip):** This report contains a ZIP archive file of all the embedded documents uploaded from a registration form.

    - As a best practice, recruiters should debrief with their teams, and review the Excel sheet amongst their teams to determine next steps with the candidates.

Brazen Plugin
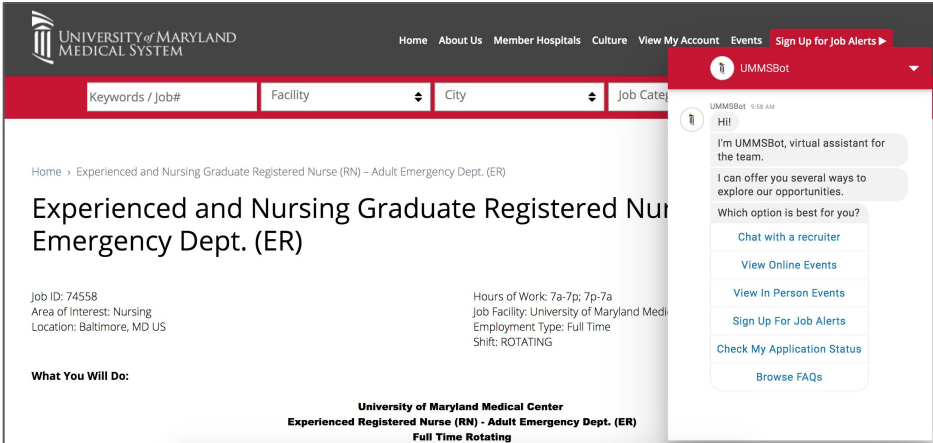
Job Req and Career Site Plugin

- There are two different versions of the Brazen plugin. The **Career Site plugin** is designed to promote your upcoming events, FAQs, and custom engagement options directly on your careers page, while the **Job Req Plugin** is designed to offer candidates the option to sign up for an upcoming event, browse FAQs, select a custom engagement option, or QuickChat with a recruiter tied to that particular req.
  - The **Career Site Plugin** plugin will only appear when you have one of the three engagement options enabled. The **Job Req Plugin** will only appear when you have one of the three engagement options enabled **OR** the job has a recruiter assigned to it.

Career Site Plugin Example:

Job Req Plugin Example:

Learn more here.

Brazen Plugin: Displaying Events

Career Site Plugin

- The CSP will automatically display your next 5 upcoming events, as long as they are no more than 30 days away.
- If you have any upcoming events that you don't want to be shown on the plugin, you'll also have the option to hide certain events so that they are not visible to job seekers.
  - When you're creating an event that you don't want to display on the plugin, just click the box that says "Never display in plugin" at the bottom of the creation screen.

Job Req Plugin

- In order for the plugin to display upcoming events on the Job Req Plugin, that job will need to be added to the upcoming events you want to be displayed on the plugin. This is something an account admin can do within the Brazen system. To add a job to an upcoming series or event, your account admin will need to:
  1. Navigate to the **Jobs** tab.
  2. Select any jobs you'd like to add to events.
  3. Click the options button (...) at the top of the page, and select "Add to Events" or "Add to Series"
  4. Then select the events or series you'd like to add to the job and hit **Add**

**Learn more here and here**

Brazen Plugin: QuickChat

QuickChat is a feature that allows interested candidates who are not ready to apply, to chat with a recruiter in a text-based chat at any time. This provides a convenient engagement option for candidates who are more passive and/or may have questions before they apply. Since an average of 10-20%+ of candidates who use QuickChat tend to receive an offer, this helps recruiters engage & hire more quality candidates, faster.

As an Account Admin, you can use the Manage Recruiters feature to assign recruiters to jobs, unassign recruiters from jobs, and view which recruiters are currently assigned to certain jobs.

Here's how you can manage recruiter assignments in Brazen:

1. Log into Brazen and click on the **Jobs** page
2. Select any jobs on which you'd like to take a certain action
3. Click on the More Options icon ("...")
4. Select **Manage Recruiters**

Learn more here.

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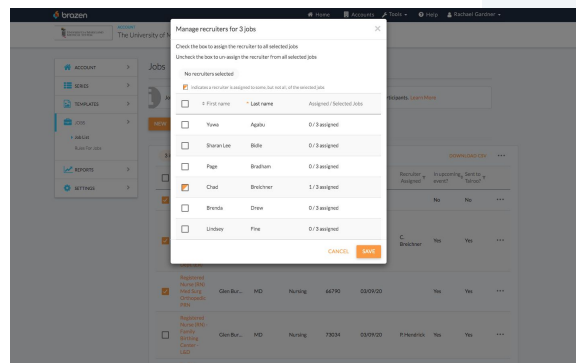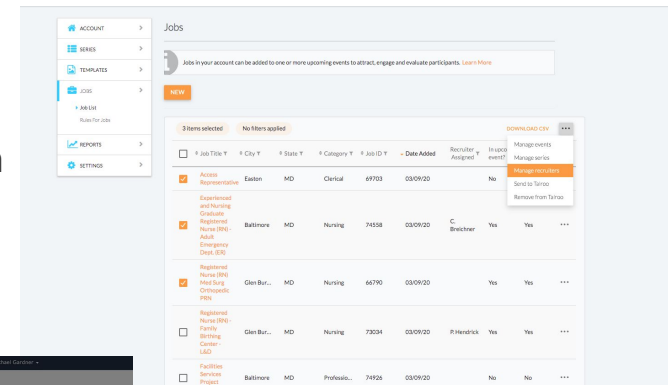
Brazen Plugin: FAQBot

The FAQBot provides candidates with easy access to your FAQ library, and to save your team time and effort by answering common questions before job seekers are connected in a chat with a recruiter.

> Note: In order to display FAQs through the Brazen plugin you'll first need to install the Brazen plugin on your site. If you've already installed the plugin on your site, you're ready to start adding FAQs. FAQs can be displayed in both the Career Site Plugin and Job Req Plugin.

Setting Up Your FAQBot

1. Navigate to your account **Settings > FAQ Library**
2. There are two ways you can upload FAQs into your library - either manually create questions one at a time, or bulk upload a list of questions all at once.
   - To add a single question click Add FAQ > Create New
   - Fill in the Question and Answer, then assign the question to a section. A section is a way for you to organize your FAQs so that job seekers can easily find the question they are looking for.
   - To Bulk Upload FAQs select **Bulk Upload**
   - Once you've made sure that your CSV file is in the correct format, select your CSV file and your questions will begin importing into your library. Please note that the order in which your questions appear on the CSV will be the order in which candidates see those FAQs in the plugin.

Learn more here.

Brazen Plugin: FAQBot *Continued*

Displaying FAQs in your Job Req Plugin

- If you plan to display the FAQ Bot on the **Job Req Plugin**, you can choose to add more specific parameters so that a question will only display on a job with a certain location or job category.
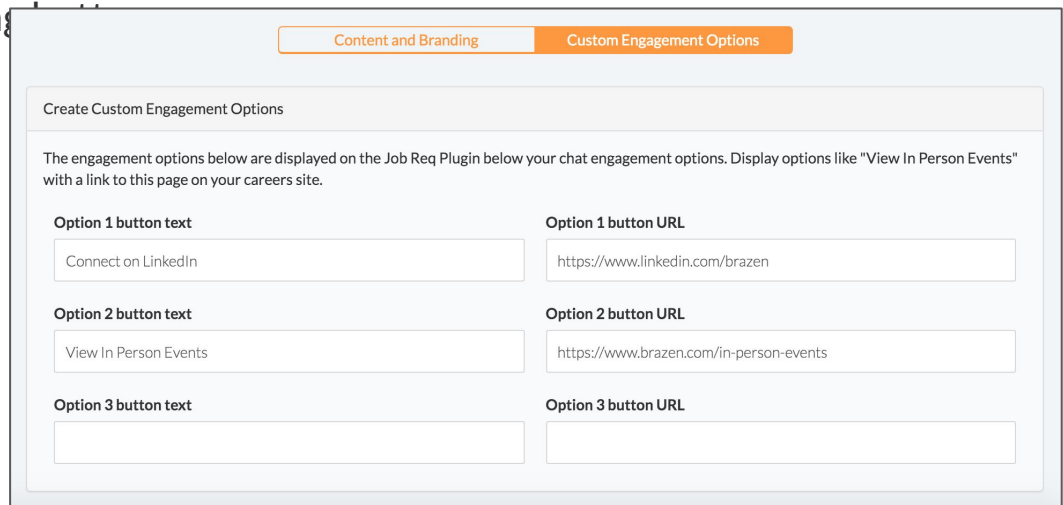
Learn more here.

Brazen Plugin: Custom Engagement Options

In addition to the standard chat options like chatting live with a recruiter and signing up for an online event, you can also add up to 3 custom engagement options for candidates to select.

To set up your custom engagement options:

1. Go to the **Settings** page of your Brazen account
2. Click on Job Req Plugin or Career Site Plugin (depending on where you'd like to add the engagement options)
3. Click on the **"Custom Engagement Options"** tab
4. Click **Save**

The boxes on the left indicate what text the candidate will see when the bot presents them with the engagement options. In the boxes on the right, you can enter the URL which candidates will be brought to when they click on the corresponding button.

	Content and Branding	Custom Engagement Options

Create Custom Engagement Options

The engagement options below are displayed on the Job Req Plugin below your chat engagement options. Display options like "View In Person Events" with a link to this page on your careers site.

Option 1 button text

Connect on LinkedIn

Option 1 button URL

https://www.linkedin.com/brazen

Option 2 button text

View In Person Events

Option 2 button URL

https://www.brazen.com/in-person-events

Option 3 button text

Option 3 button URL

Learn more [here.](#)

Brazen Plugin: Branding Your Plugin

- There are a number of ways you can customize our plugin to make the language/visuals align with your brand. This article will outline which areas of the plugin are customizable. If you'd like to make changes to any of the following areas within the plugin, please contact your Brazen Account Manager.
  - On the collapsed view of the plugin, you can customize the logo, headline and button text. You also have the ability to choose the colors of the plugin.
  - Within the expanded view of the plugin, you have the option to customize the name of the bot that will initially greet the job seeker (maximum of 25 characters), as well as the text of any Custom Engagement Options that you've added.

Learn more [here.](#)
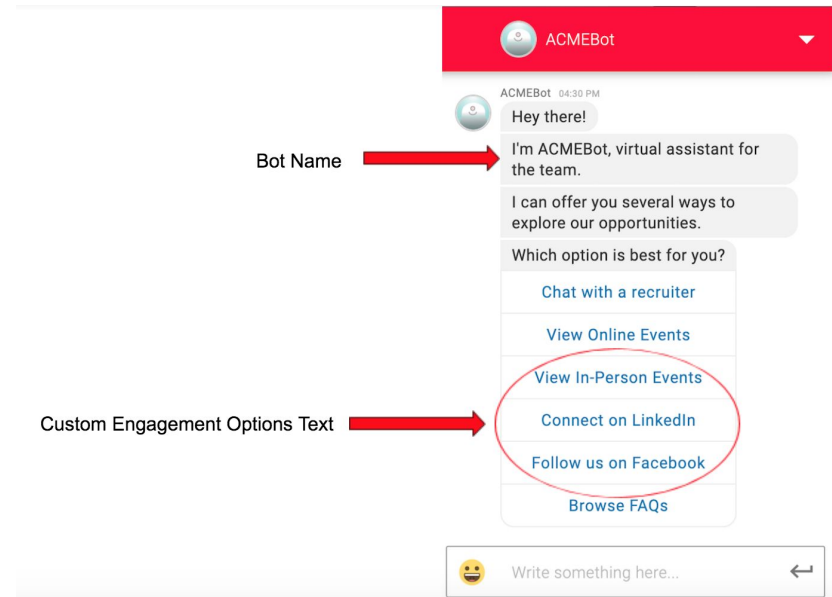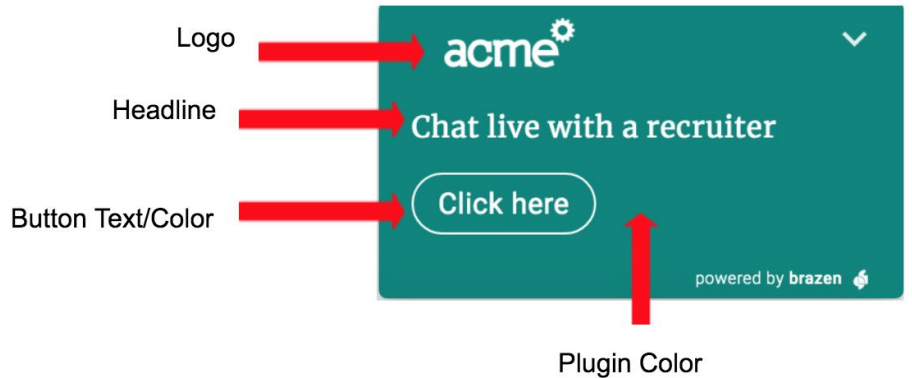
Helpful Resources

In the case that you have requests from multiple departments or teams to host a Brazen event, please use the "Brazen Virtual Event Request Form" which is linked below.

[Brazen Virtual Request Form](#)

Here are the links for the Brazen Success & Support Sites. It is designed **specifically** for Brazen admins, and has explicit, detailed information and screenshots on how to do basically everything in Brazen. It can help you navigate through any Brazen Capability:

https://support.brazenconnect.com/hc/en-us

You can also reach out to repsupport@brazen.com or your Brazen account reps, as they can help/explain anything, or address any issues you run into.