Brazen Administrator Guide

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Getting Started & Familiar with Brazen

Getting Started

- Account Administrators will be set up with a Brazen account to access the back-end of the platform
- The back-end is where your account home resides
- Your account home is your main hub. Admins create and manage events, including all related settings from this page

Bookmark app.brazenconnect.com/cc

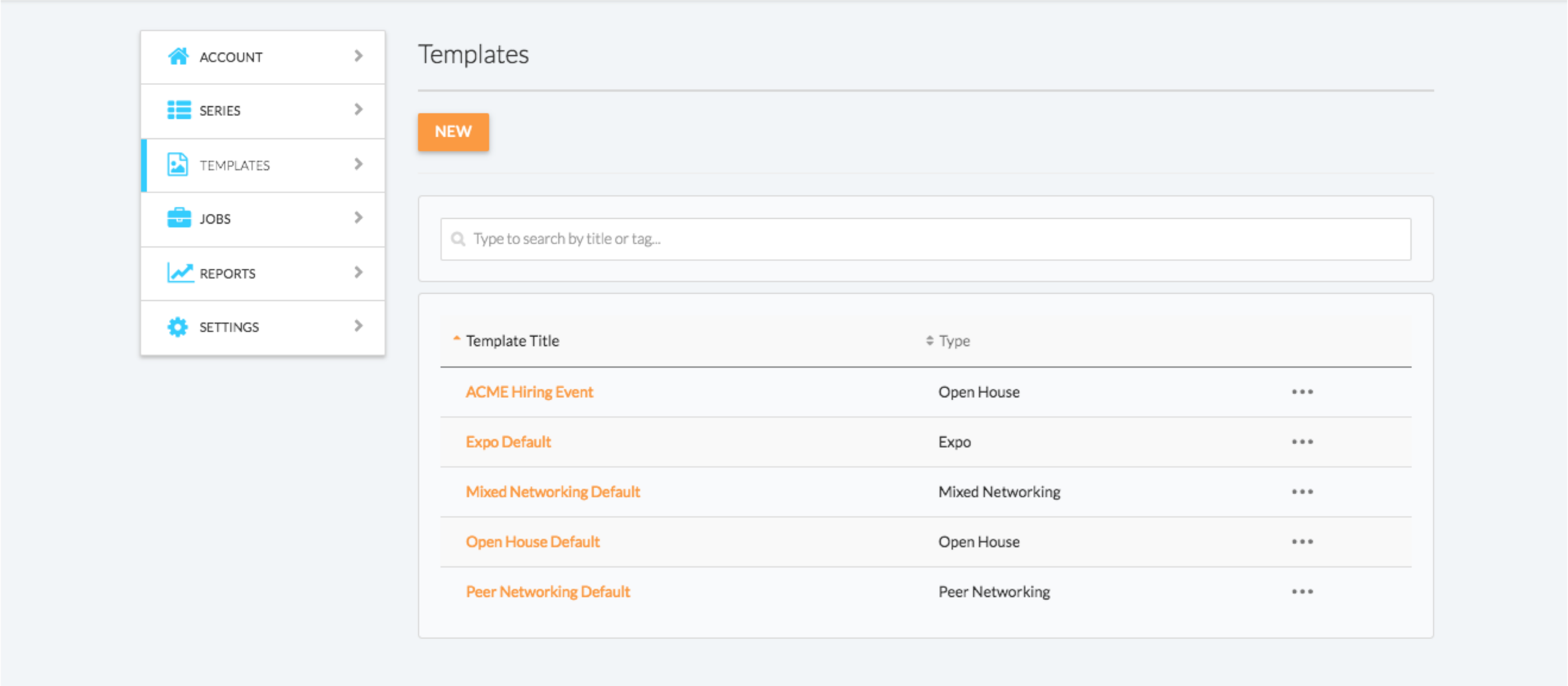
- **You will be emailed your admin account login information**
- **Logging in will bring you to your Account Home**

Account Home Features:

Create Templates:
Create Templates that contain details that you do not want to have to duplicate when building each event.
Create New Events:
Primarily used for virtual career fairs/open houses. Events are scheduled in advance with start and end times.
Create Series:
Series is a set of events that happens on a recurring basis. By creating a series you can schedule and promote multiple events on an ongoing basis (primarily used for office hours)
View Upcoming and Previous Events:
View all of your upcoming & previous events.
Reports:
Download Registrants and Ratings Reports across multiple events

Templates

Templates are used to create & save the details of an event that you will want duplicated for future events. Templates save you time and simplify your event building experience. In each template created, you are able to edit and manage event settings & content, including: landing screen design, registration forms, and chat settings.



Learn more here.

Types of Templates

Expo Event: Expo events are for larger events where you will be connecting different groups or companies with candidates. Examples include: Career Fairs, Job Expos, School Expos.

Open House: Open houses connect recruiters with potential candidates. This is mainly used in the enterprise space for recruiting purposes and connects two different groups of people. Our open houses can be organized by location/job posting/job type etc.

Mixed Networking: This is a networking event that connects two different groups of people. Our most common example of this is a Student-Alumni Networking example, or a Resume Review event. This is most commonly used in our university space.

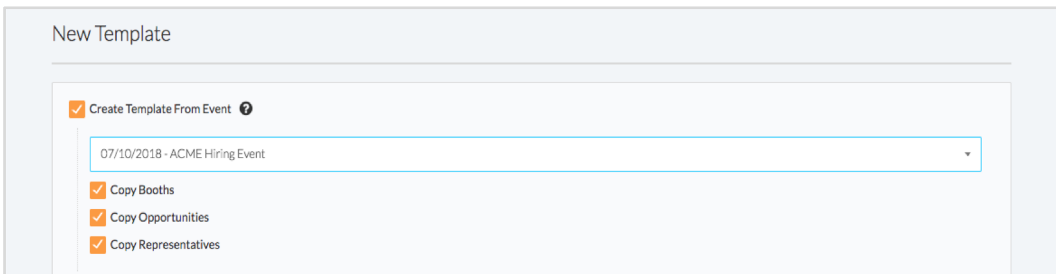
Peer Networking: This is an event where you have one homogeneous group that can connect with each other. We see this mainly for student networking or alumni networking.

Learn more [here.]

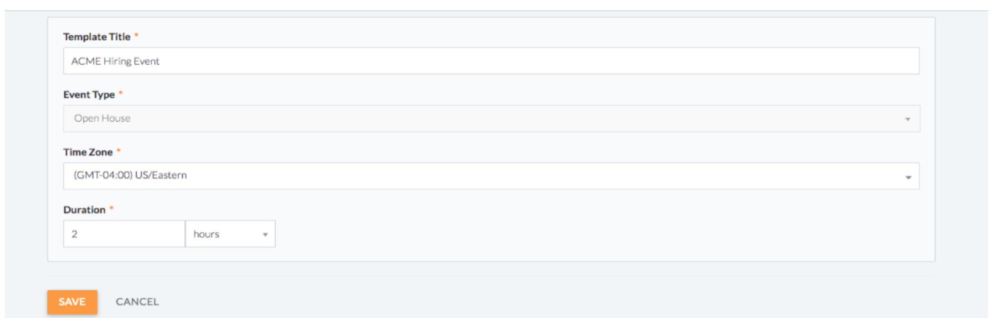
How to Create a Template

Your account will have access to a selection of Brazen's default templates. You can edit the existing templates, create a new template from scratch, or create a template from an existing event.

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.

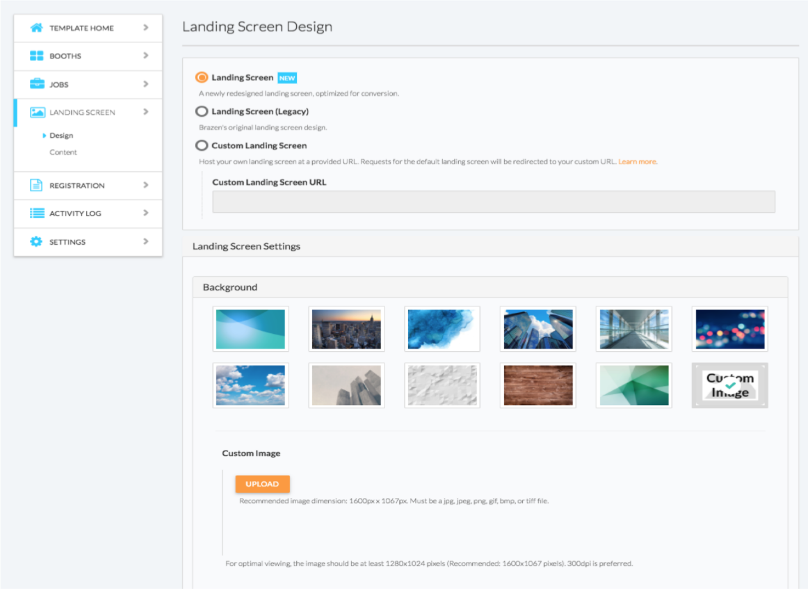


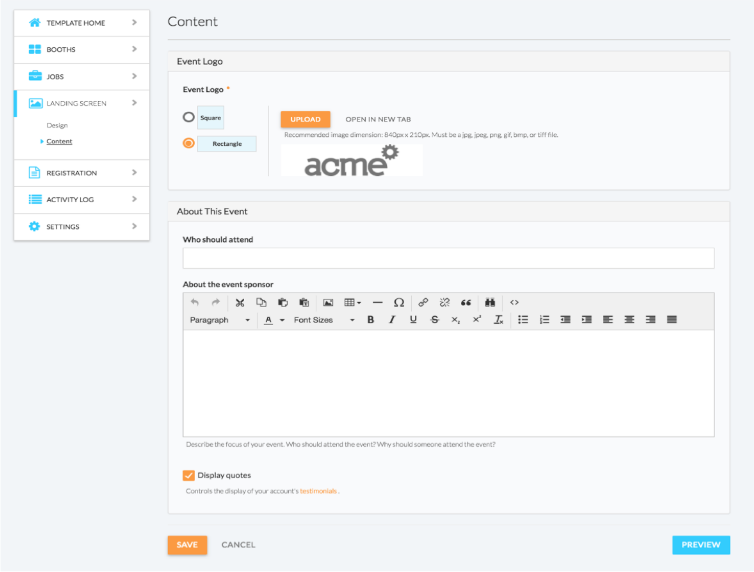
1. Hit "**Save**" to create your template.

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.





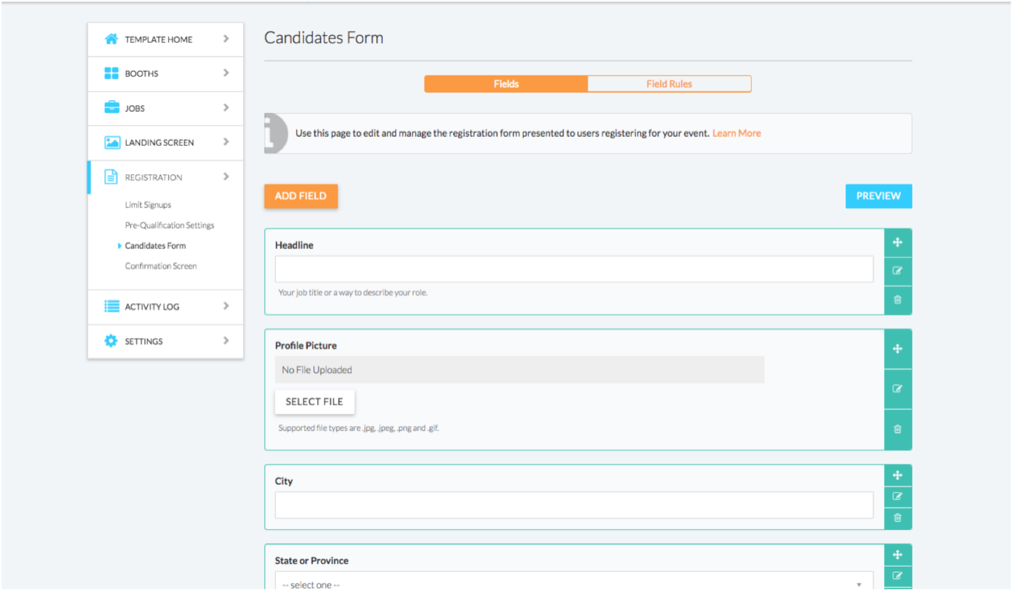
Template: Candidate Registration Form

Note: The registration form will be visible to representatives during the live session, although you can decide if there is any information you don't want recruiters to see in the event. This quick jobseeker snapshot will allow recruiters 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, decide what might be most pertinent for attending recruiters to know about each candidate prior to viewing their resume:

- Examples include skills, qualifications, any certifications, years of experience, graduation date, highest level of education completed, geographic location

Note that you can restrict registration by limiting signups or asking "knock-out" questions, if needed.



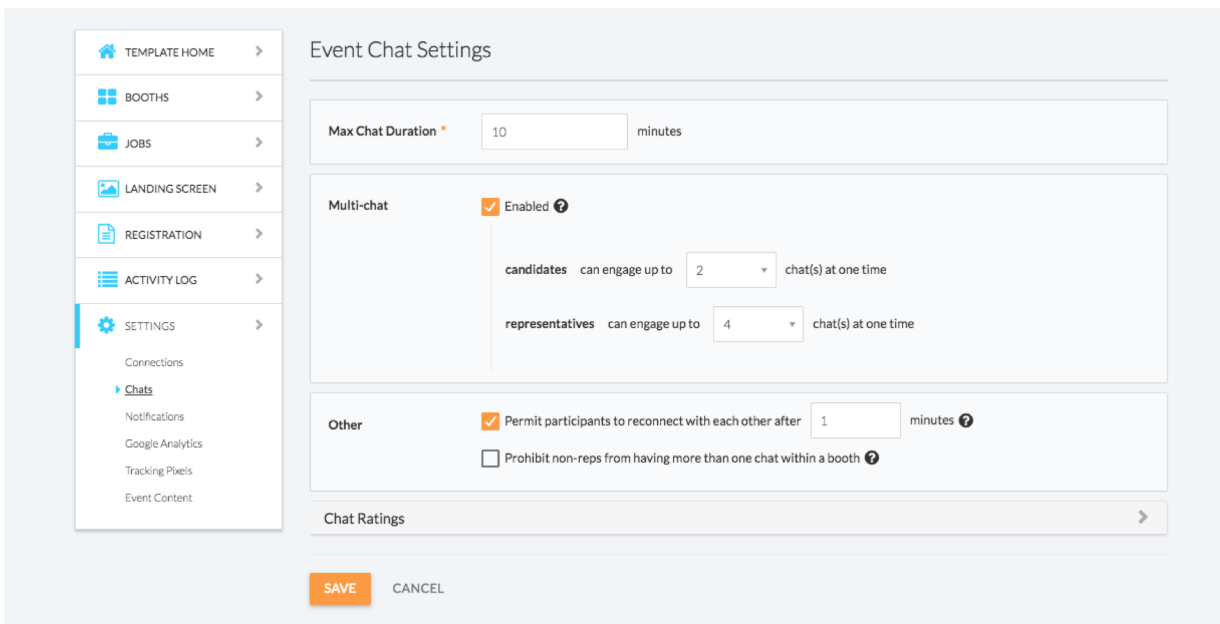
Template: Settings

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.

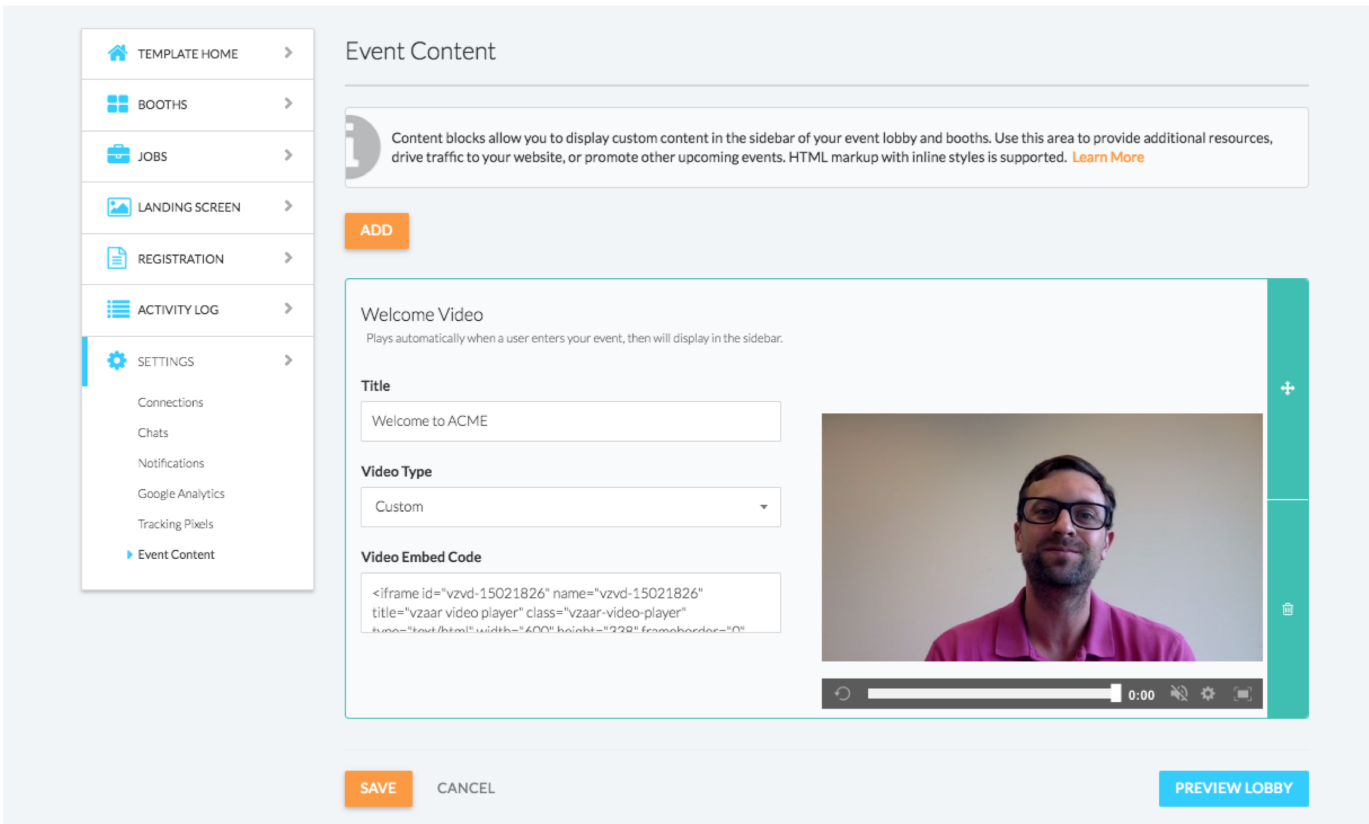


Learn more [here.]()

Template: Settings *(cont.)*

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.**

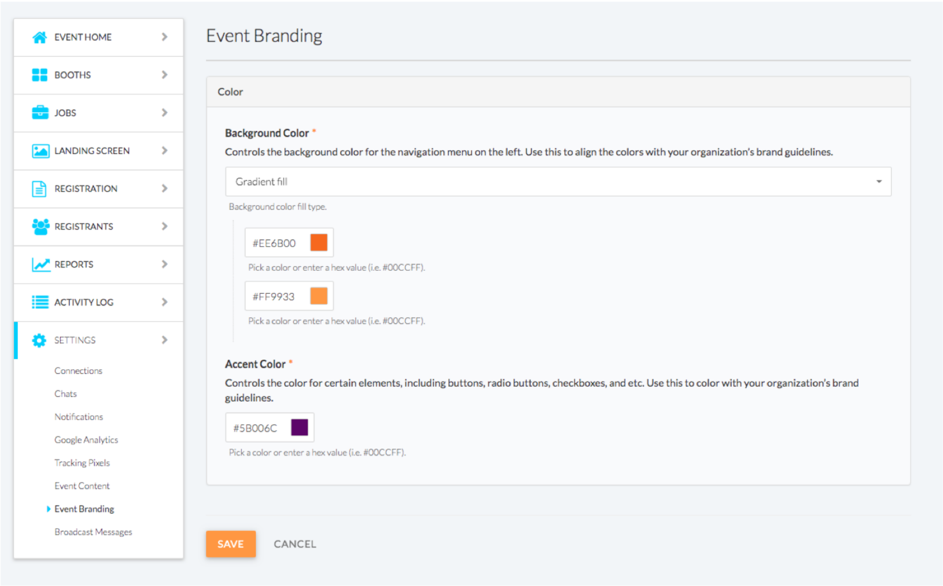


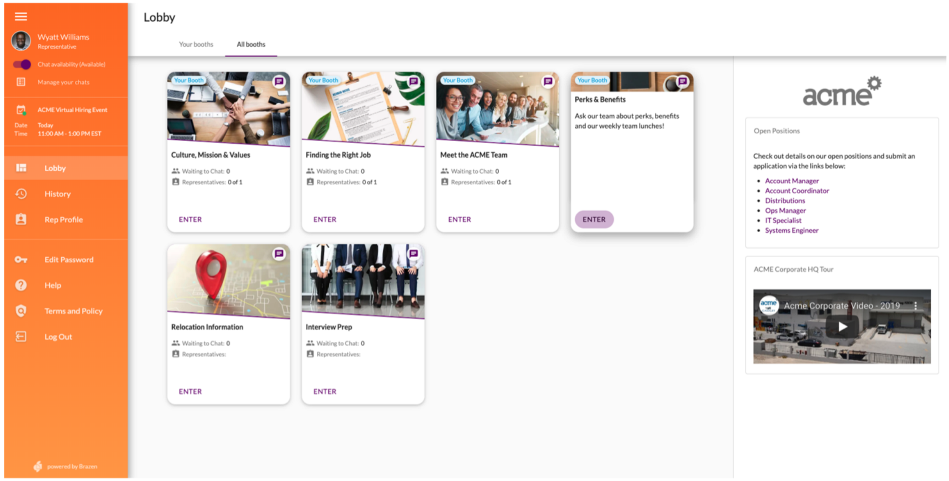
Learn more [here.](#)

Template: Settings (cont.)

Custom Event 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.**





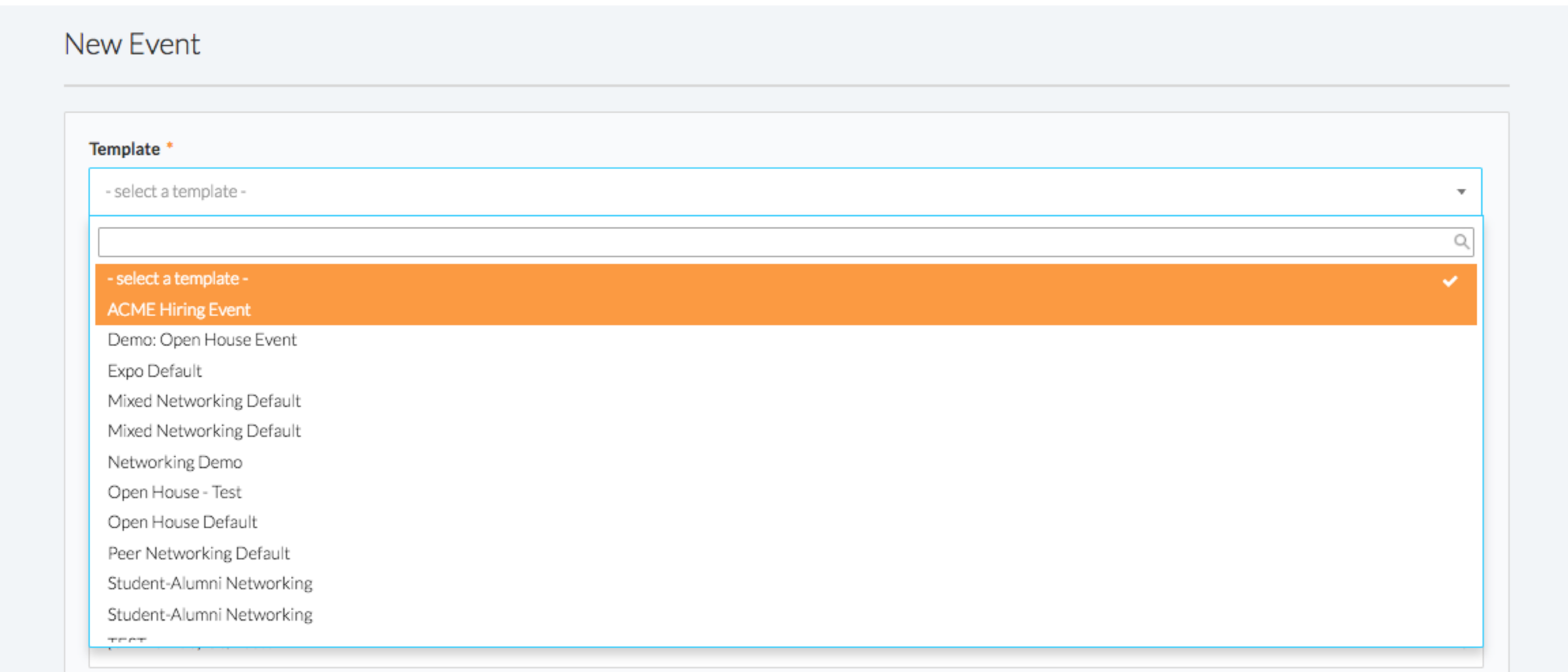
Learn more [here.](#)

Create Event

How to create and schedule an event

1. From your Account Home, click the **New Event** button.

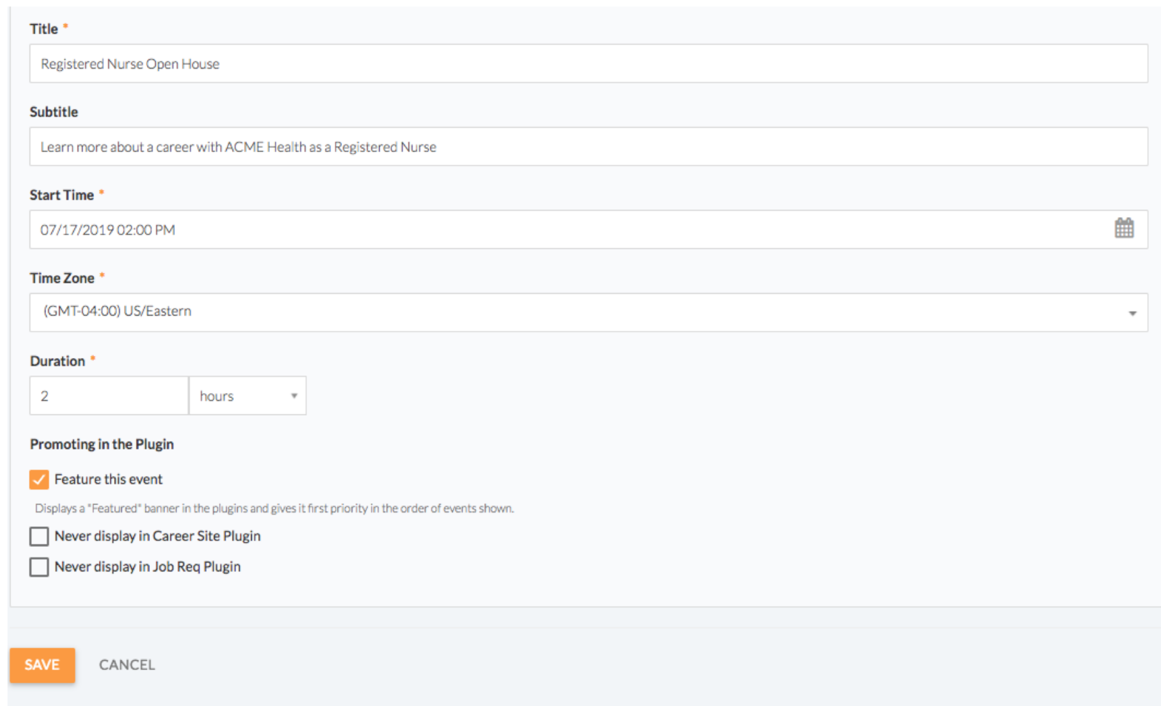
1. Select the template that you want to use as the base to create your event.



How to create and schedule an event (cont.)

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

4. 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.



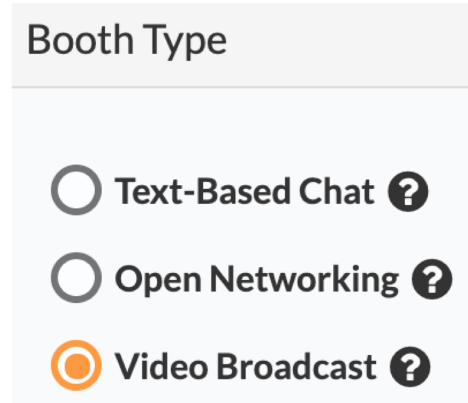
How to create a Video Broadcast Booth

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

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

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

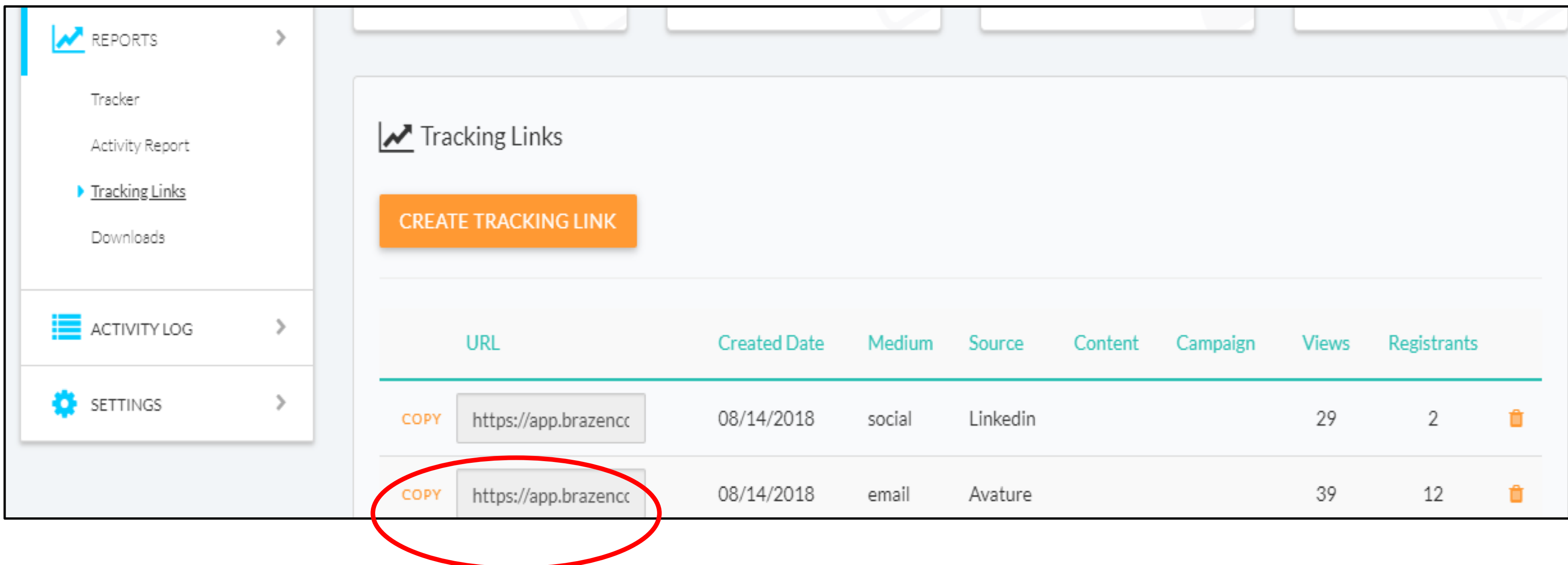
1. Click SAVE and you will be returned to the **Booths** screen displaying your newly created Video Broadcast Booth. The red warning icons indicate you are missing required information



Learn more [here.](#)

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: LinkedIn, Facebook, Twitter, website banner, email.
- Once the tracking link has been created, copy the URL and add it to the marketing collateral.



Learn more [here.](#)

Event Best Practices

Before the Event: Marketing

- 15-25 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**.

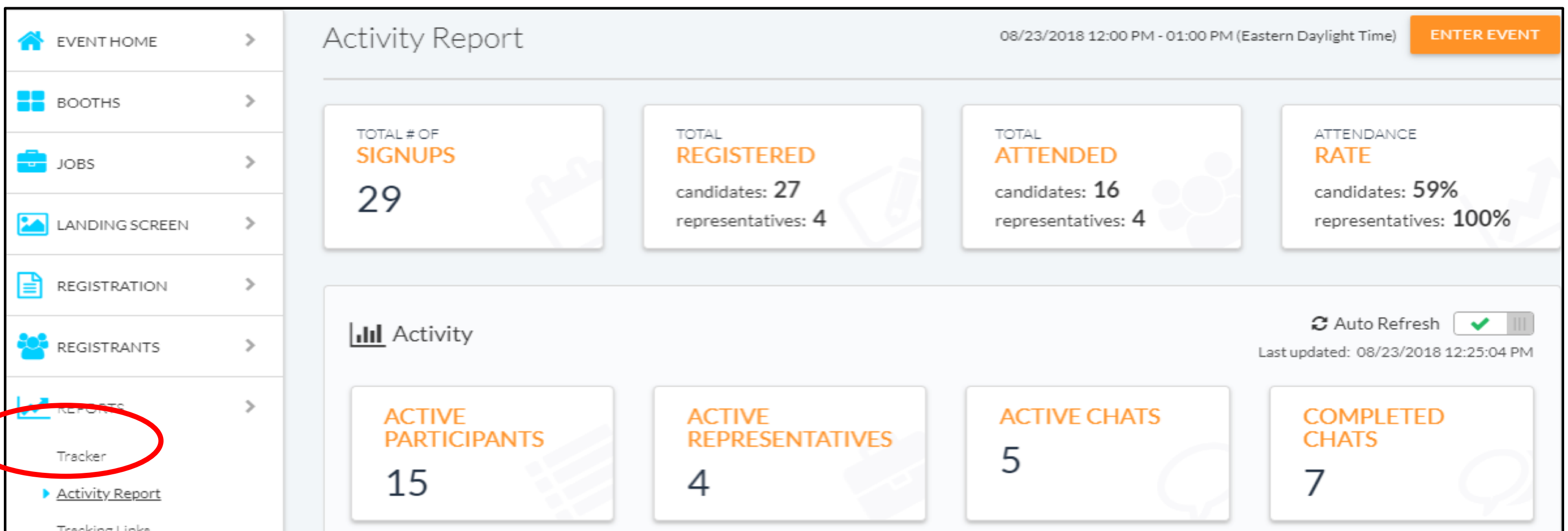
- Day before- Complete the same steps above

- 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.

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://success.brazenconnect.com/hc/en-us

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

You can also reach out to Company account reps, Sarah Banever & Meghan Reynolds, as they can help/explain anything, or address any issues you run into:

Sarah.banever@brazen.com

Meghan@brazen.com