



SUCCESS STORY: #GETHIRED SUMMIT

#GetHired Summit was created as a way to unite the people, opportunities, and resources jobseekers need to land their next job in one online event. This two-day virtual career fair event in April of 2020 featured dozens of speakers, keynotes and enriching workshops to provide professionals with the tools they need for success in their careers.

LEARN HOW THE #GETHIRED SUMMIT POWERED BY GOTOWEBINAR CONNECTED JOBSEEKERS WITH BEST PRACTICES ESSENTIAL FOR NAVIGATING TODAY'S FLUCTUATING JOB MARKET

Challenge

The COVID-19 pandemic has had a devastating impact on our world's economies, leaving many companies with few alternatives but to layoff or furlough large portions of their workforce. Seeing this sudden rise in unemployment in the United States and in her own state of Utah, Lindsey Ivie, Co-Founder of Ivie League and a HR, Sales and Management Consulting expert, wanted to do her part to help out. Prior to the economic downturn, Ivie had been planning a virtual job fair through her position as an Advisory Board Member for the Utah Women in Sales organization. But as Utah began to shut down due to a mandated quarantine, she knew it was only a matter of time until this in-person event would be cancelled.

Rather than get discouraged, Ivie representing the Utah Women in Sales organization teamed up with Luke Mocke representing Mentorli, Robyn Cohen representing the W Collective, and Julia Deaver representing Silicon Slopes, to leverage their networks on LinkedIn as a sounding board for their latest idea: taking the job fair virtual. Two days later, they found themselves hosting a call to discuss the idea with 40+ people who collectively wanted to contribute and help bring it to life. "We just wanted to give back. I'm a big believer in your goodwill and what you do for other people; that's what makes you who you are, that's your brand. That's why we have such a team behind it, because everyone wanted to help those who are out looking for jobs and wanting to level up," said Ivie.

As the support for and interest in the #GetHired Summit rapidly grew, it became evident that the team needed to find the right technology to power the event to make it all possible. But with everything moving so quickly and the date of the event fast approaching, they had little time to make this critical decision.

Solution

After considering their options, Ivie, Mocke, Cohen and Deaver decided on GoToMeeting and GoToWebinar by LogMeIn as the primary platforms for the event. Not only was LogMeIn prepared to help the team during this time when the demand for remote work solutions was at a record high, LogMeIn provided the setup and support that was needed for success. "I was really impressed with GoToWebinar and GoToMeeting because of how quickly we were able to get everything going. There's no way we would have otherwise pulled that off in that short amount of time," stated Ivie.

The GoTo Suite provided a user-friendly experience, both on the attendee and the event management side, which was a key selling feature. "The user experience is really simple and easy. I think when you're doing something that could be really complicated, you want something that can simplify and make it easier for you. That's what the GoTo suite did for us."

GoToWebinar was the tool of choice for powering the event's 26 breakout sessions. The team created a virtual networking webpage where attendees could jump from session to session, based on which were most compelling. Each room provided a unique experience and attendees could use the GoToWebinar platform in each room to follow up and ask questions, just like if they were physically sitting in the same room. Examples of the breakout sessions included a HR panel, which covered what hiring companies are looking for, as well as a LinkedIn chat panel, where attendees could learn how to leverage the LinkedIn platform to stand out in the hiring process. "What was extremely valuable, was to be able to talk with the attendees and have the opportunity to do that – virtually," mentioned Ivie.

Results

The #GetHired Summit was a huge success, with 57 sponsors, 19 keynotes and speakers, 26 employer information breakout sessions, 4 networking sessions, and even a virtual job fair, connecting job seekers with prominent companies hiring for over 500+ jobs locally and across the country. The event attracted 5,136 registrants, out of which 1,300 attended the webinars and 27,000+ attended sessions on the website from all over the globe. Over 1,000 attendees joined the #GetHired Slack channel to continue connecting and networking even after the event was over. Word spread about the event over social media, with the #GetHired LinkedIn company page achieving over 3,880 views and over 28,800 impressions. The event was such a hit that the team is already planning the next #GetHired event in August.

Ivie took a moment to reflect on what made this #GetHired Summit event special and helped set it apart from other HR and hiring related events: "People came in with an open mind and were eager to participate. Sometimes you go to conferences and you're there because it's for your job and you don't take anything to heart. I think because of the situation everyone is in and because we've been disconnected for so long, it was cool to connect with people everywhere. They miss that connection and I think people appreciate that."



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