

# Case study:

## Virtual Career Fairs



Number of attendees: 500

Number of events: 6

Timeframe: Less than 4 Weeks

Our client, Targul de Cariere, organizes some of the biggest career fairs in Europe. Due to the pandemic, they lost the ability to host their usual large scale events. These fairs had multiple sponsors and hundreds of participants. Suddenly our client has had to shift from hosting these events in-person to doing so online. The company has no tools to make this transition beyond its own website and social media presence. In order to fully solve the problem, Targul de Cariere had to look for an alternative solution in order to continue with their plans to launch 6 events within 4 weeks, all in different cities.

### XOR's Solution

XOR was able to offer a complex solution for all of Targul de Cariere's virtual career fair related needs.

To help transition people to this new platform, participants were offered an expedited signup process so that they could easily register for any of the upcoming events. It also offered a virtual assistant who could help answer any questions related to the events. For the ease of use, XOR scheduled all of the participants for the respective event on the day of their choice.

Once the participants were signed up, XOR was able to guide them step-by-step through the entire process. This process starts with reminders of the upcoming event through the attendee's preferred communication method, and ends with a feedback collection form to help Targul de Cariere know how they can further improve. In order to save time for both applicants and recruiters, XOR facilitated pre-screening for the available positions. Our pre-screening automation allows for clients to customize the questions asked as well as to assign different weights to them.

Within a short timeframe, we succeeded in registering over 500 participants to our client's events, and ensured a smooth virtual transition with higher attendance than was initially expected.

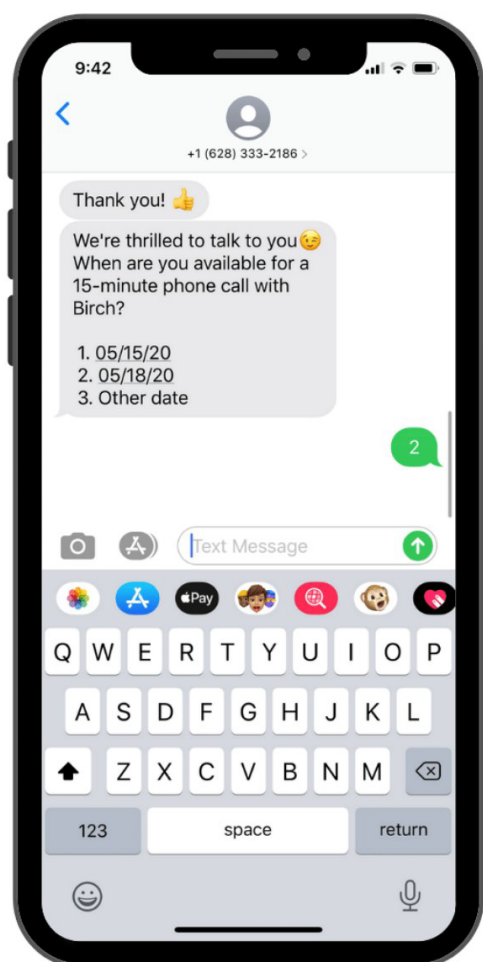


## Our company's results

Within a short timeframe, we succeeded in registering over 500 participants to our client's events, and ensured a smooth virtual transition with higher attendance than was initially expected. The team was somewhat small, so it was important for the registration process to be automated so that the team could focus on the event itself and the challenges of transferring it online.

## Why XOR?

XOR's AI and automation technology helps clients successfully run virtual hiring events with even more efficiency than an in-person event. We work with your team to help you create the perfect process for registration and pre-screening for your virtual event. By empowering your team with technology, we allow you to interact with and attract a large pool of high-quality candidates.



“

We have been in the business of Career Fairs since 2006 and we knew our events from A to Z, but the pandemic switched the ways events are perceived and handled, and doing everything 100% online was challenging. It was so great to have partners and solutions like XOR to help us re-learn, re-design, but still provide quantity and quality candidates to our clients.

”

**Mihai Daniel Cotos**  
CEO Targul de Cariere