

MAY 2020

THE NEW VIRTUAL EVENT EXPERIENCE

For Colleges and Universities



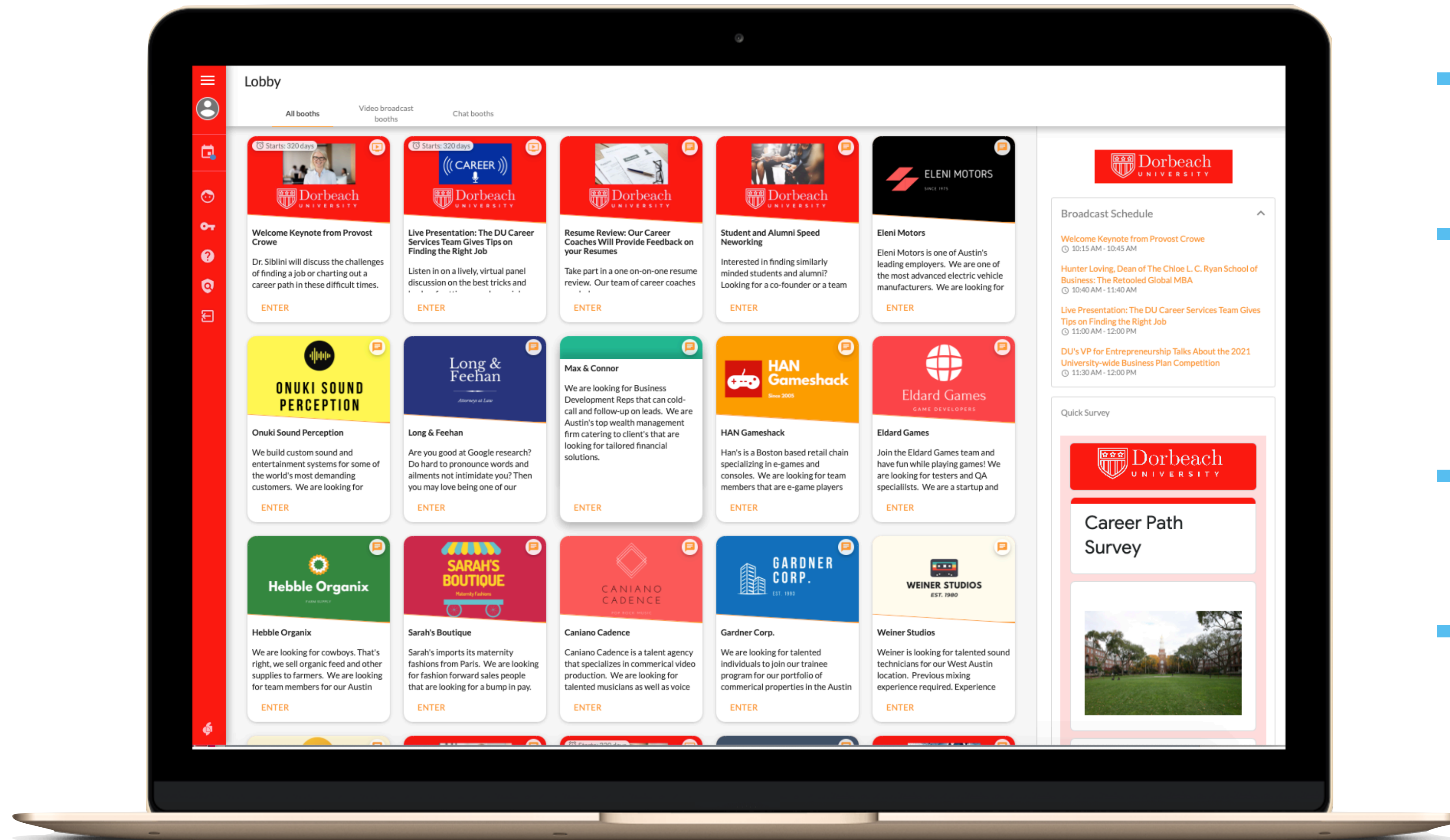
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**BRAZEN
IS THE
VIRTUAL
EVENT
PLATFORM
OF CHOICE
FOR TOP
UNIVERSITIES**

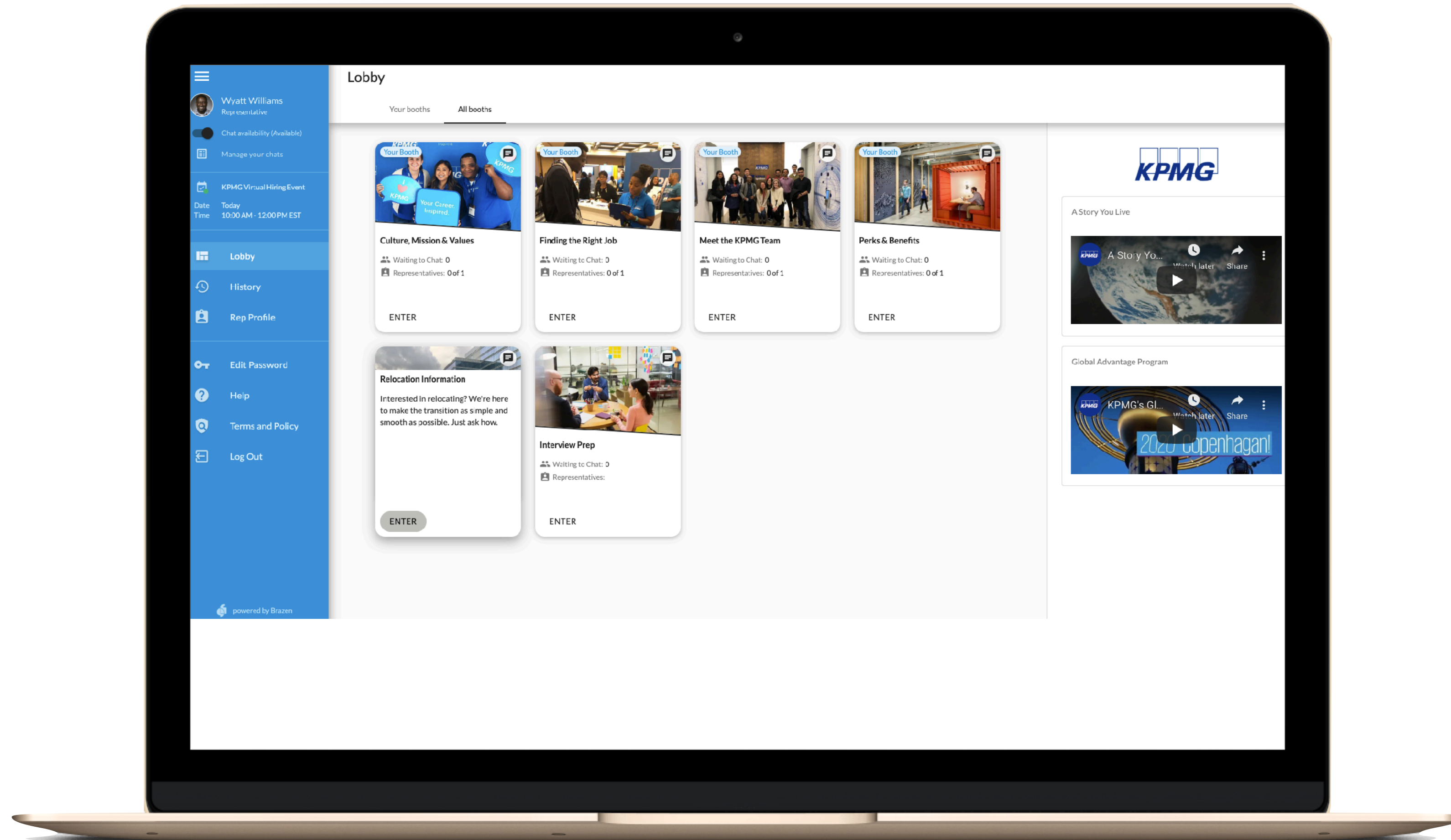


INTRODUCING BRAZEN'S 3RD GENERATION VIRTUAL EVENT PLATFORM



- Brazen has been building virtual event software since 2012
- Years of experience with event hosts, exhibitors and attendees have gone into the release of our 3rd generation virtual event platform
- The most feature rich, yet easy to use event platform on the market
- Used by more top universities than any other virtual event platform

BRAZEN IS ALSO THE PLATFORM USED BY MANY OF THE WORLDS TOP EMPLOYERS

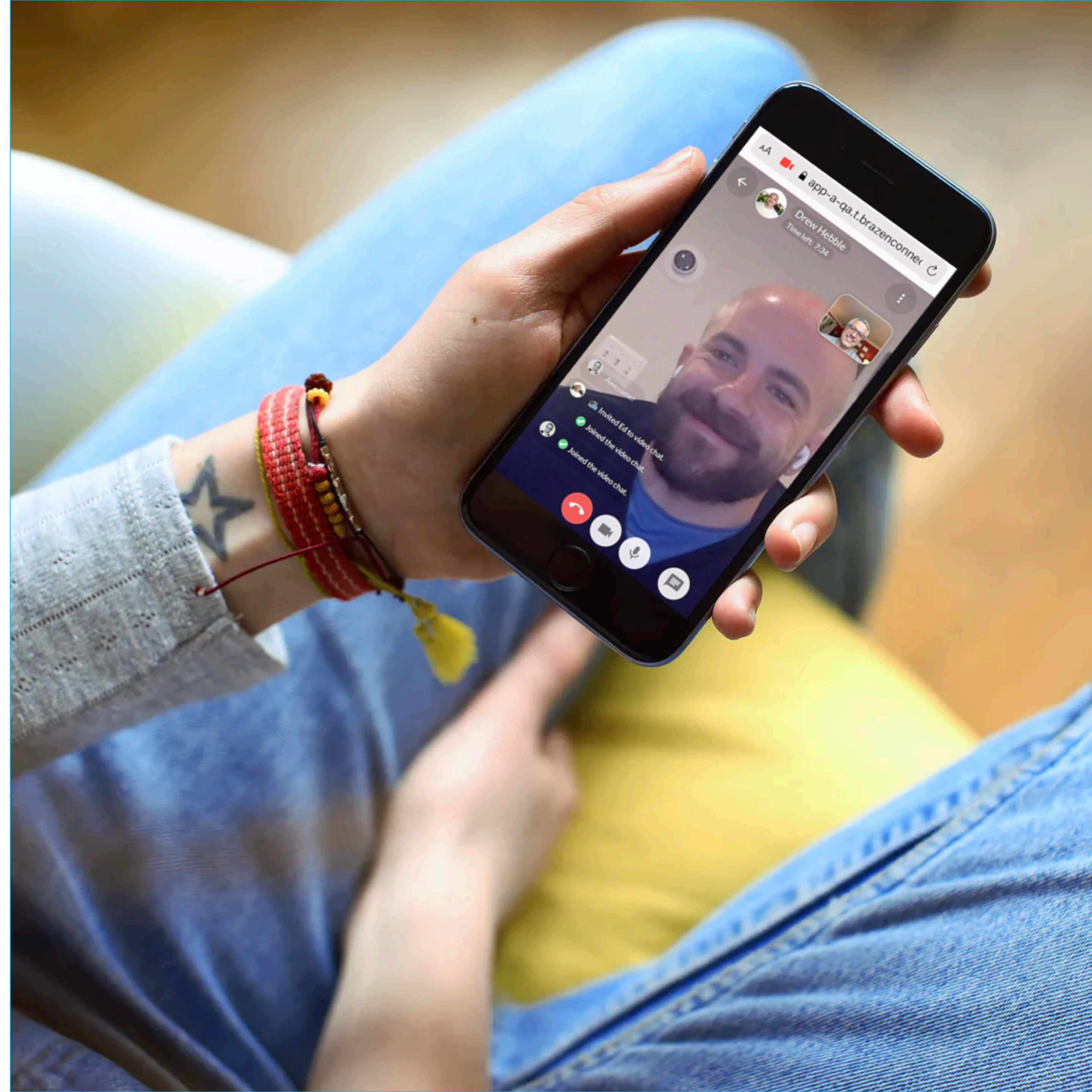


- Brazen is used by top employers for all forms of talent acquisition, including campus recruiting
- Brazen has proven itself in the recruiting sector as the most reliable and most used virtual event platform among the Fortune 1000
- Employers are familiar with the Brazen user interface and many have been trained on the platform
- Over 10,000 employers have used the Brazen event platform to recruit and hire talent

MULTIPLE WAYS FOR STUDENTS TO ENGAGE

Brazen has designed its 3rd generation virtual event platform to provide all students with multiple ways to engage with employers

- Live webinars and video broadcasts
- One-to-one text based chat
- One-to-one video interviews
- Real-time group chat and text feed
- Leave a note with employers to show interest



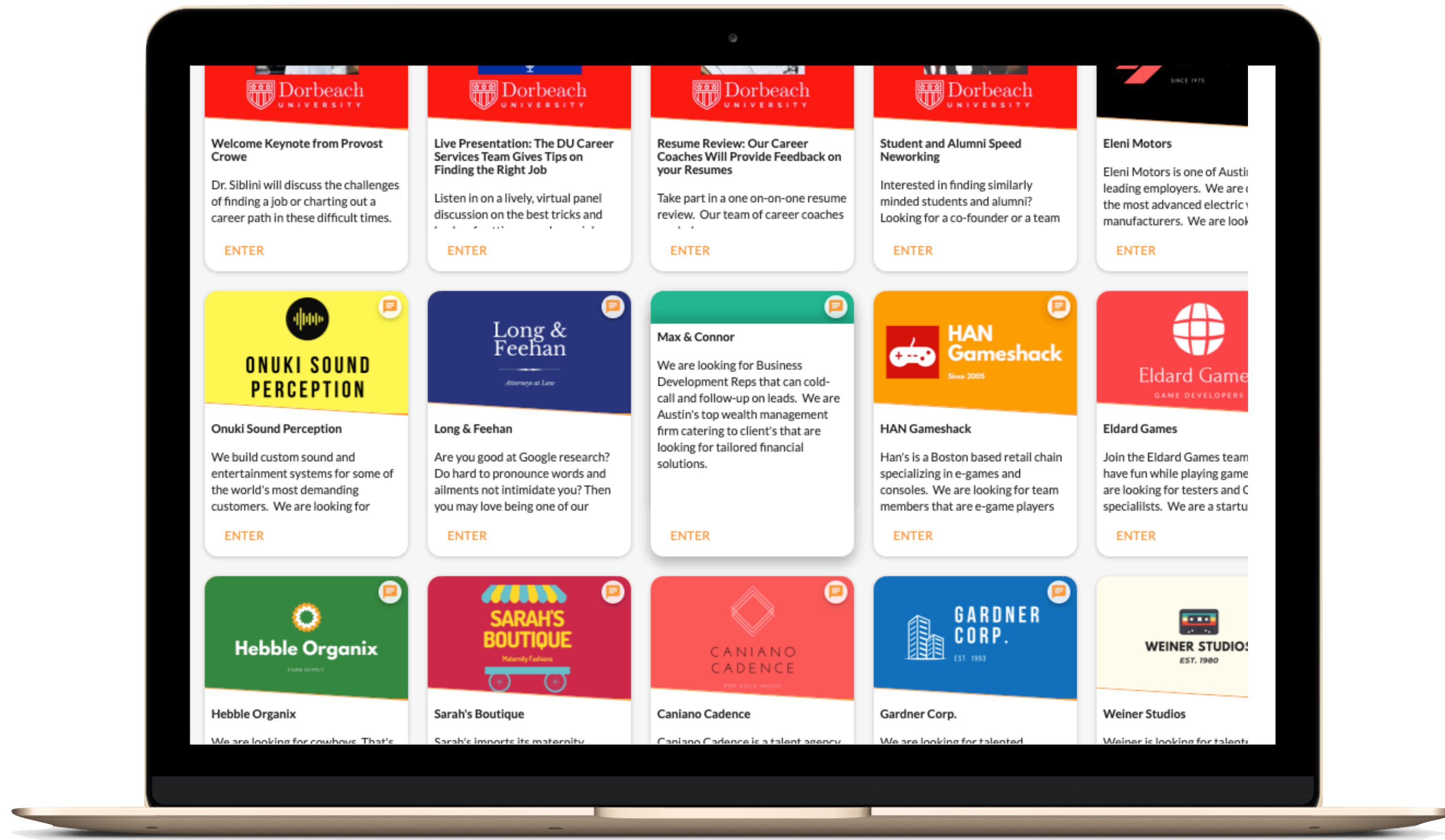
DEMOCRATIZING THE CAREER FAIR EXPERIENCE

- Our proprietary queuing system makes sure that all students are treated fairly and given a chance to engage with employers
- Our sophisticated queuing algorithms allow students to wait simultaneously in multiple lines
- Timed text and video chats allow the event to flow efficiently and provide a great user experience for all attendees



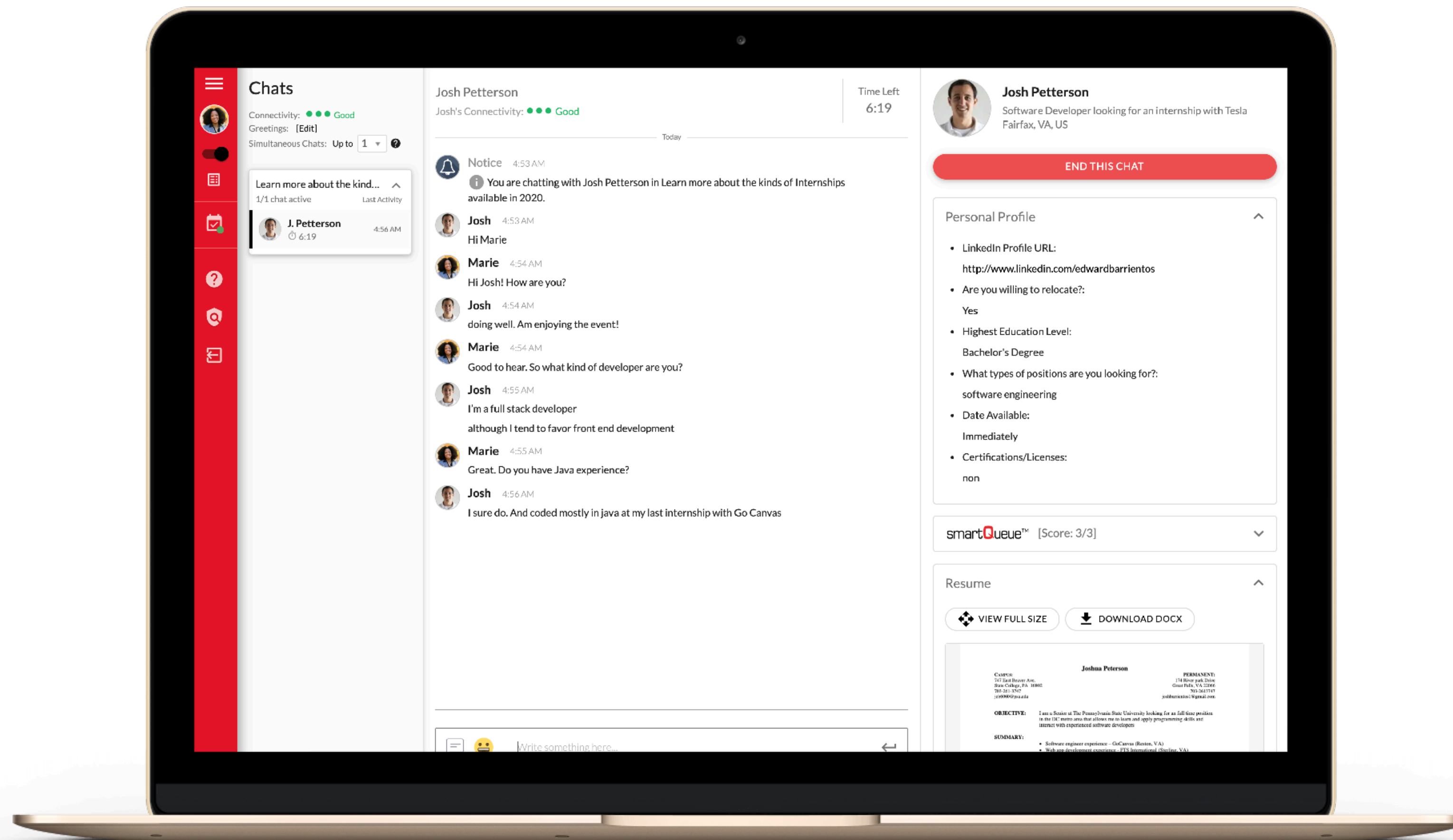
KEY FEATURES

THE EVENT LOBBY PROVIDES AN EASY TO NAVIGATE OVERVIEW OF EXHIBITORS



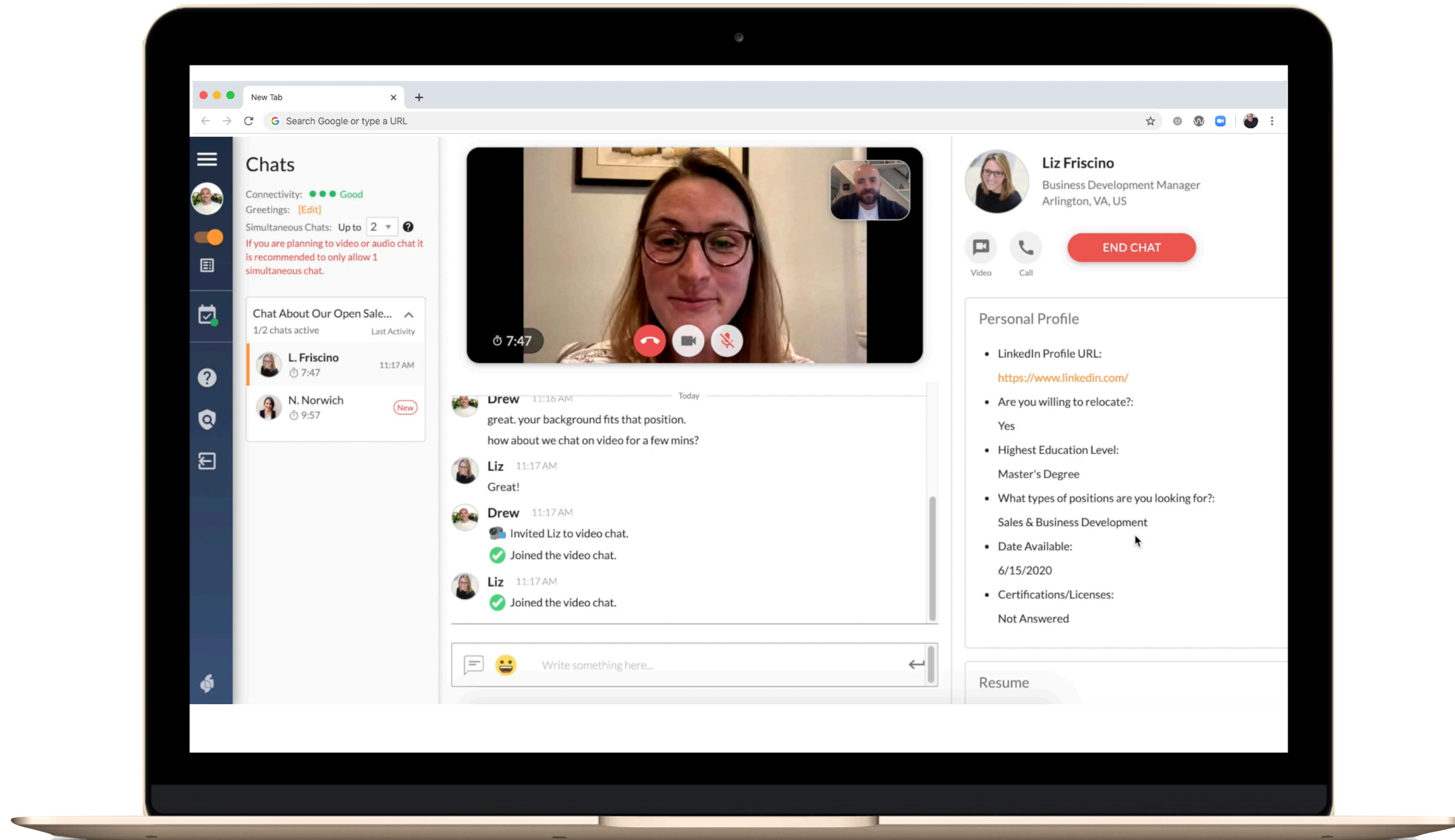
- The Brazen platform allows you to showcase your exhibitors with branded and content-rich exhibitor booths
- The lobby serves as the springboard to deeper engagement with exhibitors via:
 - One-on-one text based chats
 - Chat-to-Video Interviews
 - One-to-many video broadcasts
 - Group discussion feeds
 - “Leave a Note” feature
 - General exhibitor content including videos, job links, PDFs, etc.

OUR PLATFORM IS OPTIMIZED FOR ONE-TO-ONE COMMUNICATION



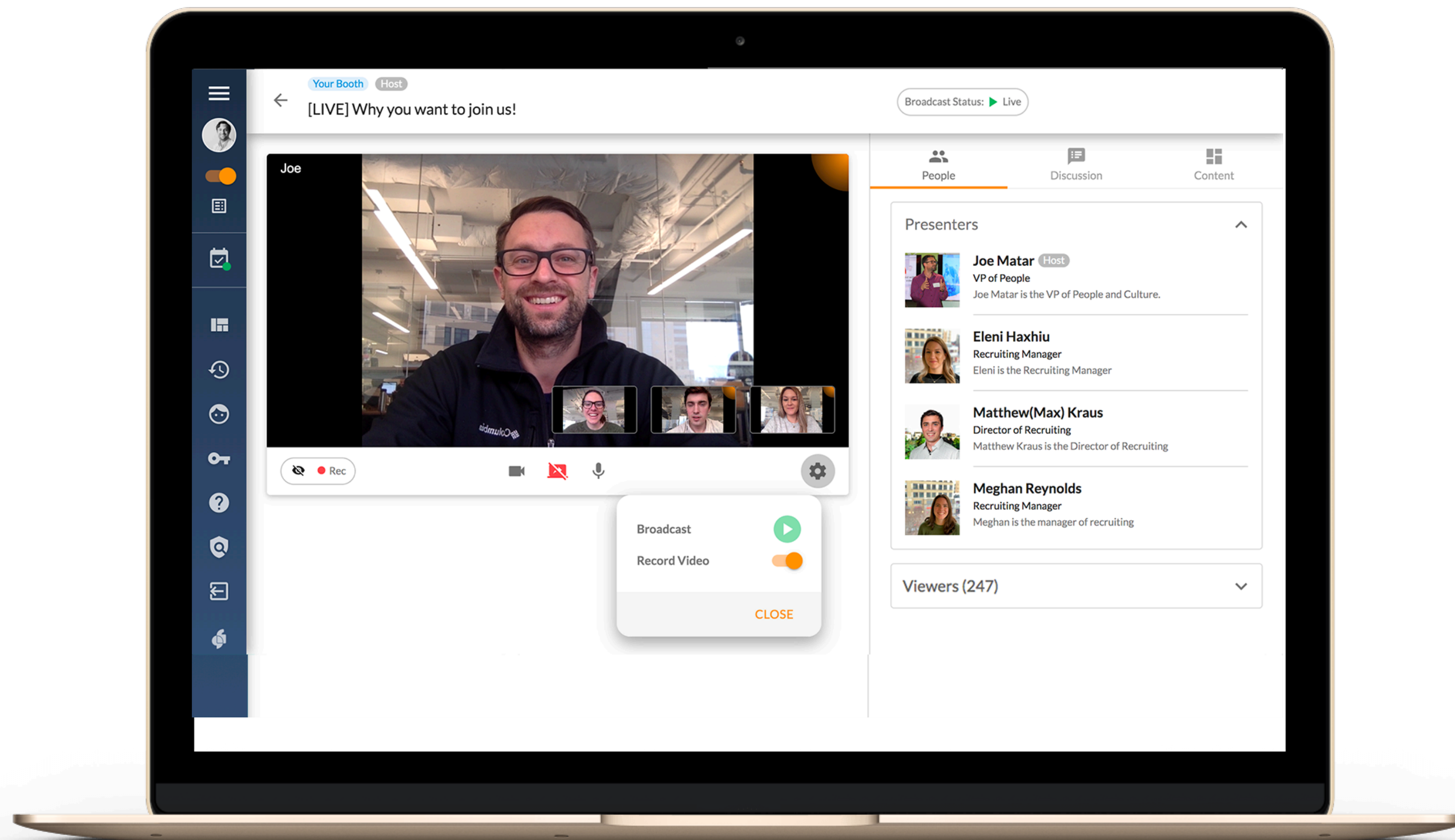
- One-on-one dialog is facilitated primarily through text-based chat, but can lead to a video interview at the option of the employer
- Recruiters/Reps can see candidate registration data including resumes and other useful information needed to ensure informed chats
- Participants can take part in the event with either a laptop or mobile device

PRIVATE CHATS CAN TRANSITION INTO VIDEO INTERVIEWS



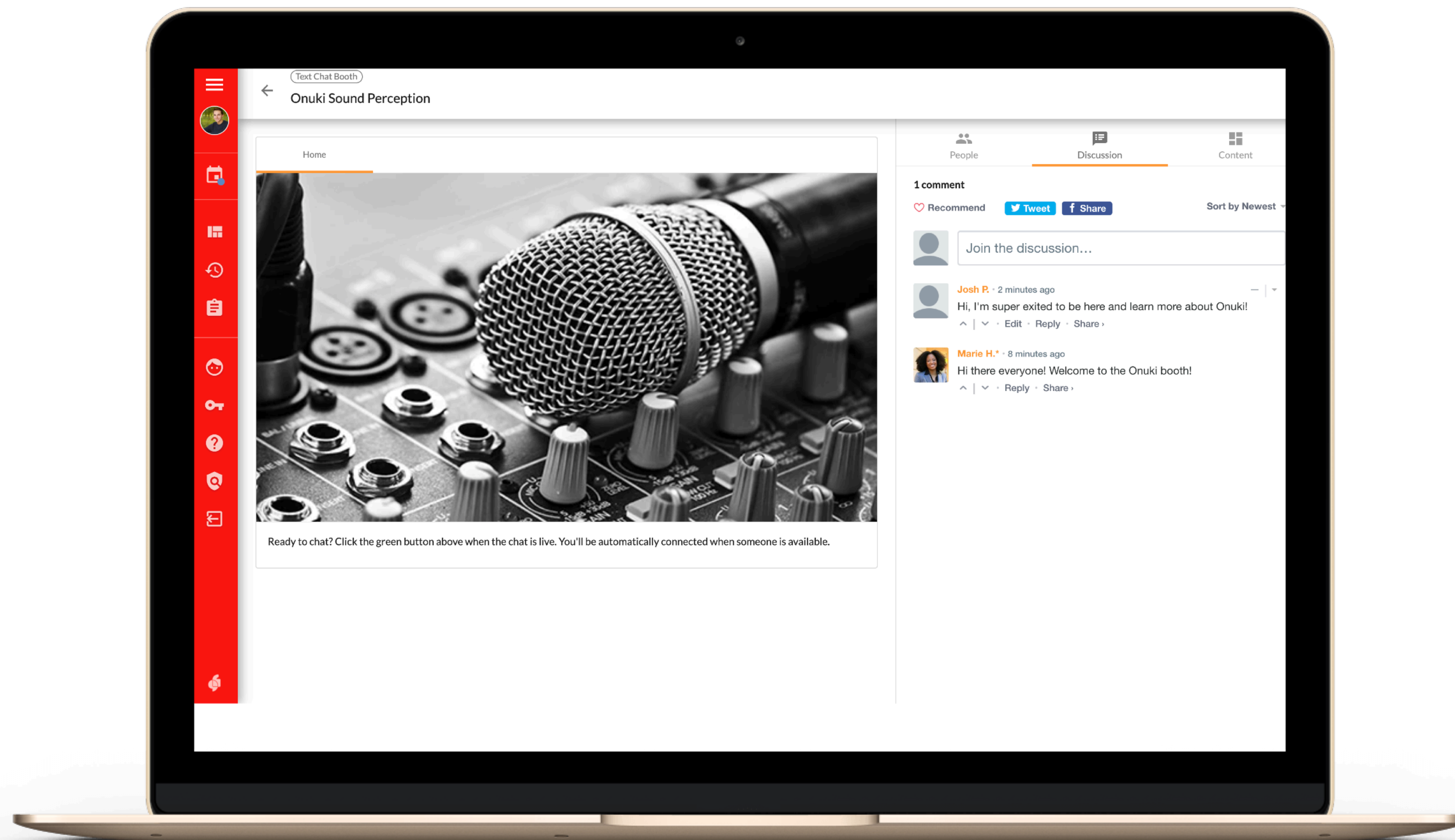
- High quality video interview capability
- Integrated with the Brazen chat features including resume view and follow-up actions, delivering an enhanced interview experience
- Recruiters will have the option of using text-only, audio or full video to engage each candidate
- Video chats, like text chats, are also timed to keep events flowing smoothly and make conversations efficient
- Login and email authentication makes every interview extremely secure

VIDEO BROADCAST BOOTHS LET EXHIBITORS HOST WEBINARS WITHIN THE EVENT



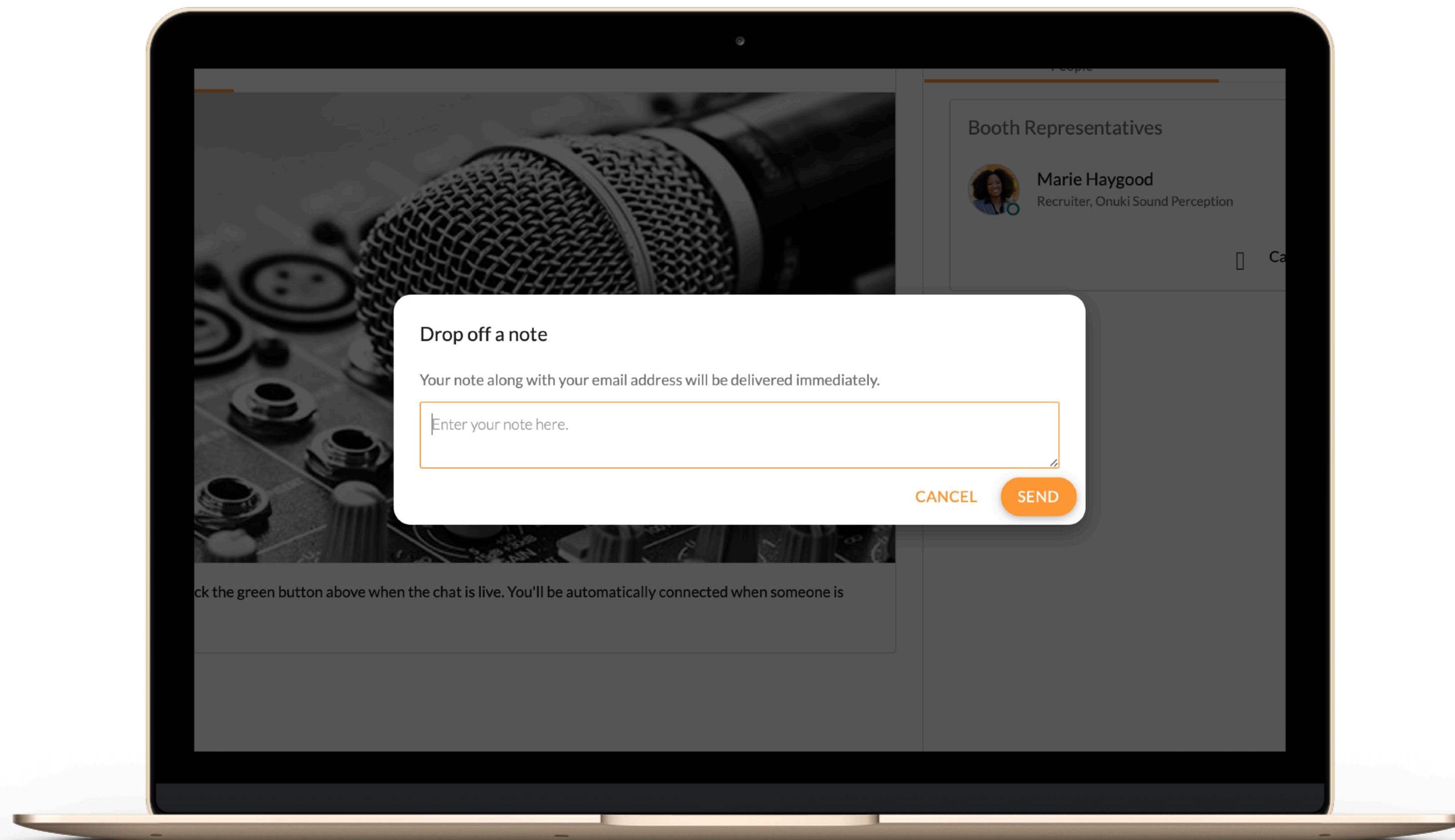
- Your event can have any number of live broadcast booths
- Each live broadcast booth can have up to 4 presenters
- Live broadcasts can be recorded
- Presenters have the option of sharing their screen to present slides or other content to the attendees in their booth

GROUP DISCUSSION FEED THAT IS ORGANIZED AND CURATED



- Social media style posting and commenting
- Ideal for engagement during a live broadcast
- Can augment engagement even when one-to-one chat or video are the desired call-to-action
- The group feed can be made available before, during or after a live event
- Pre-event comments can be a great source of information for employers leading up to one-on-one chats and interviews

“DROP OFF A NOTE” FEATURE LETS STUDENTS INDICATE INTEREST TO EMPLOYERS



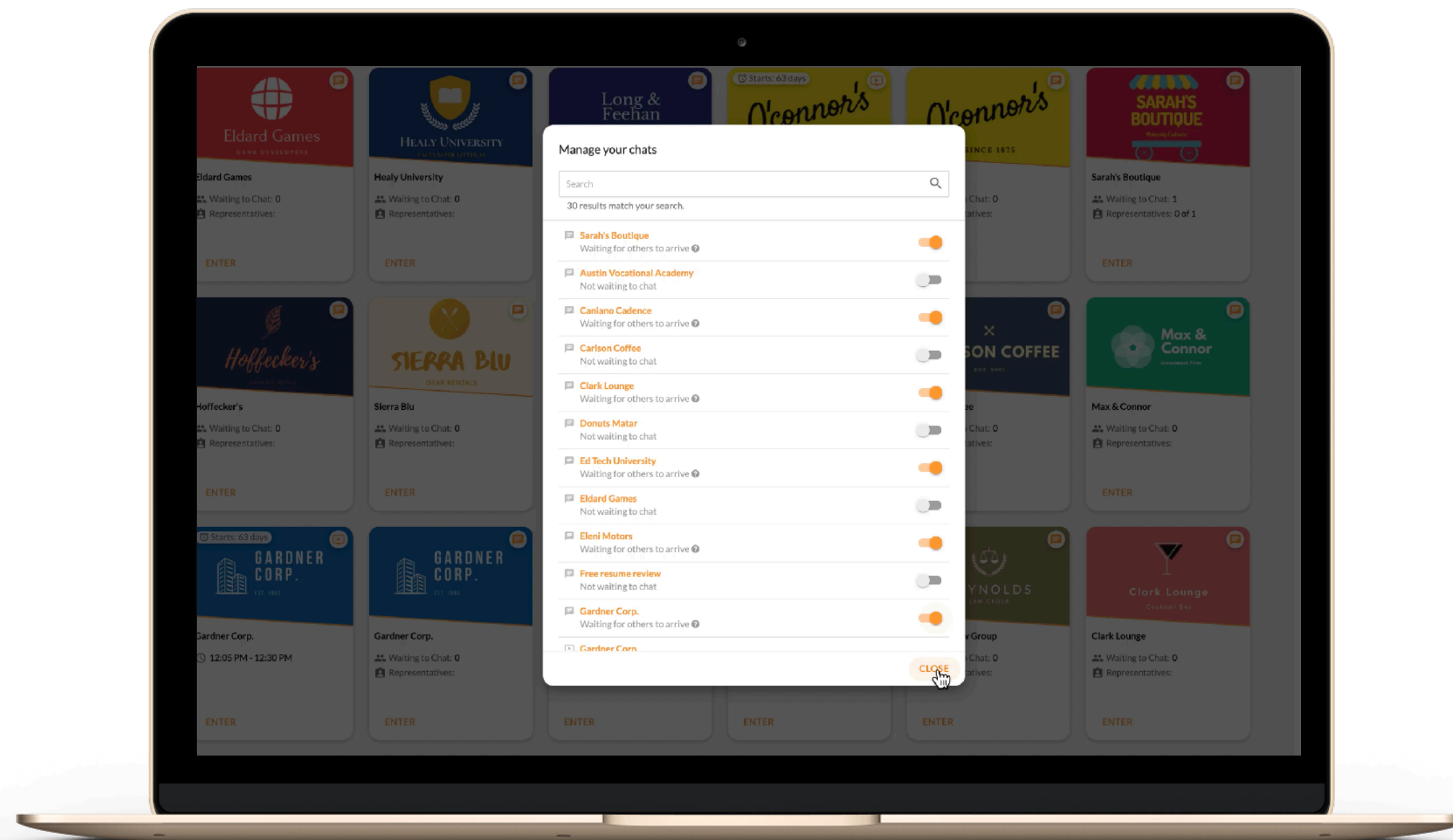
- Some students may not be ready to have a one-to-one chat with employers
- They may simply want to indicate interest
- The “drop off a note” feature allows any student to individually select employers they are interested in
- Employers will receive the student notes after the event

DESIGNED FOR MOBILE

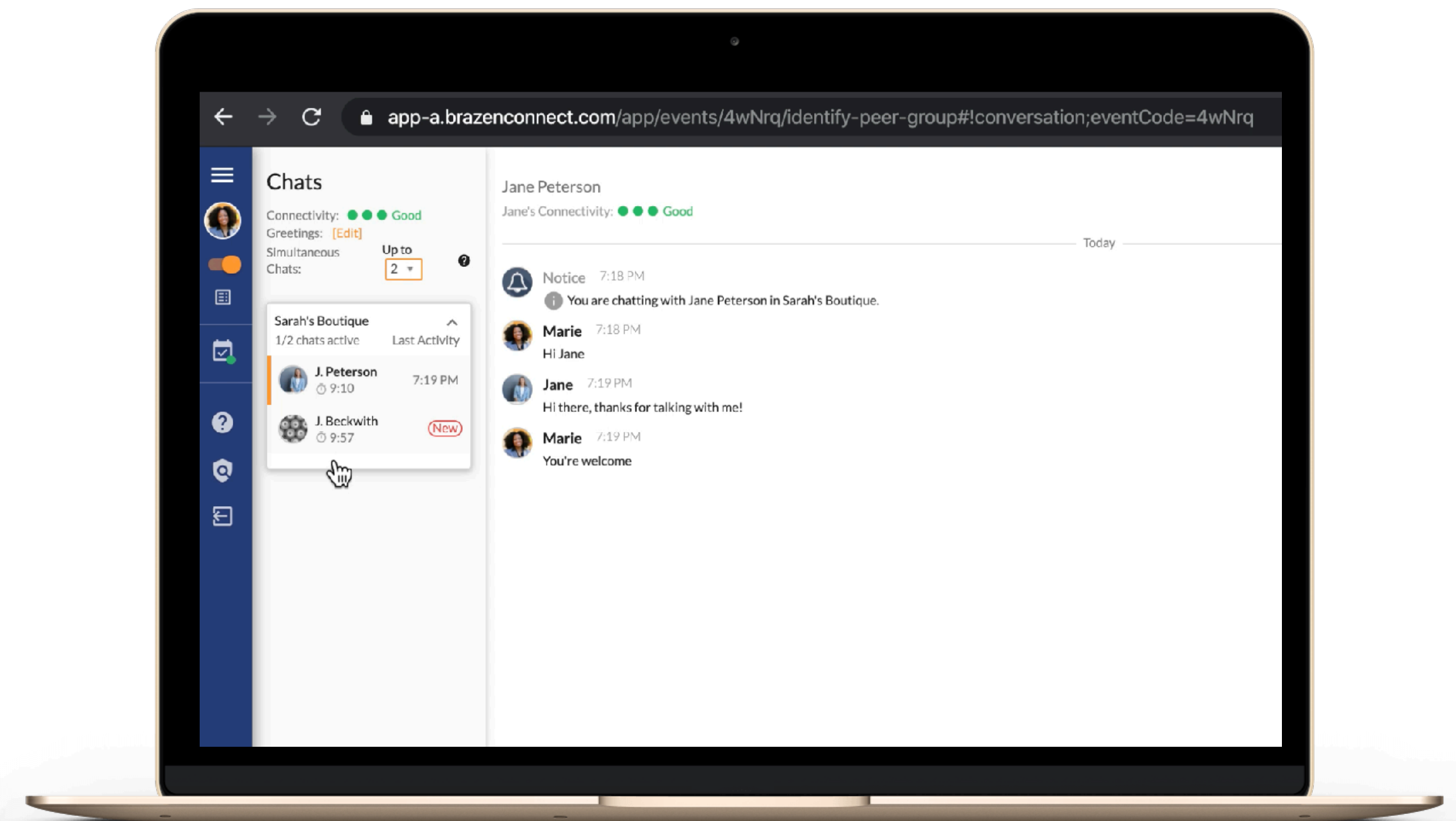
- A completely mobile-optimized experience
- Most candidates attend Brazen virtual events via a mobile device
- SSO and social login features make mobile registrations simple and quick
- The user interface and the overall user experience have been developed with accessibility in mind



EVENT NAVIGATION FEATURES FULLY LEVERAGE THE BENEFITS OF BEING ONLINE



Attendees can get in line at multiple booths at the same time either by going in a booth or managing their booths in the “manage my chats” utility

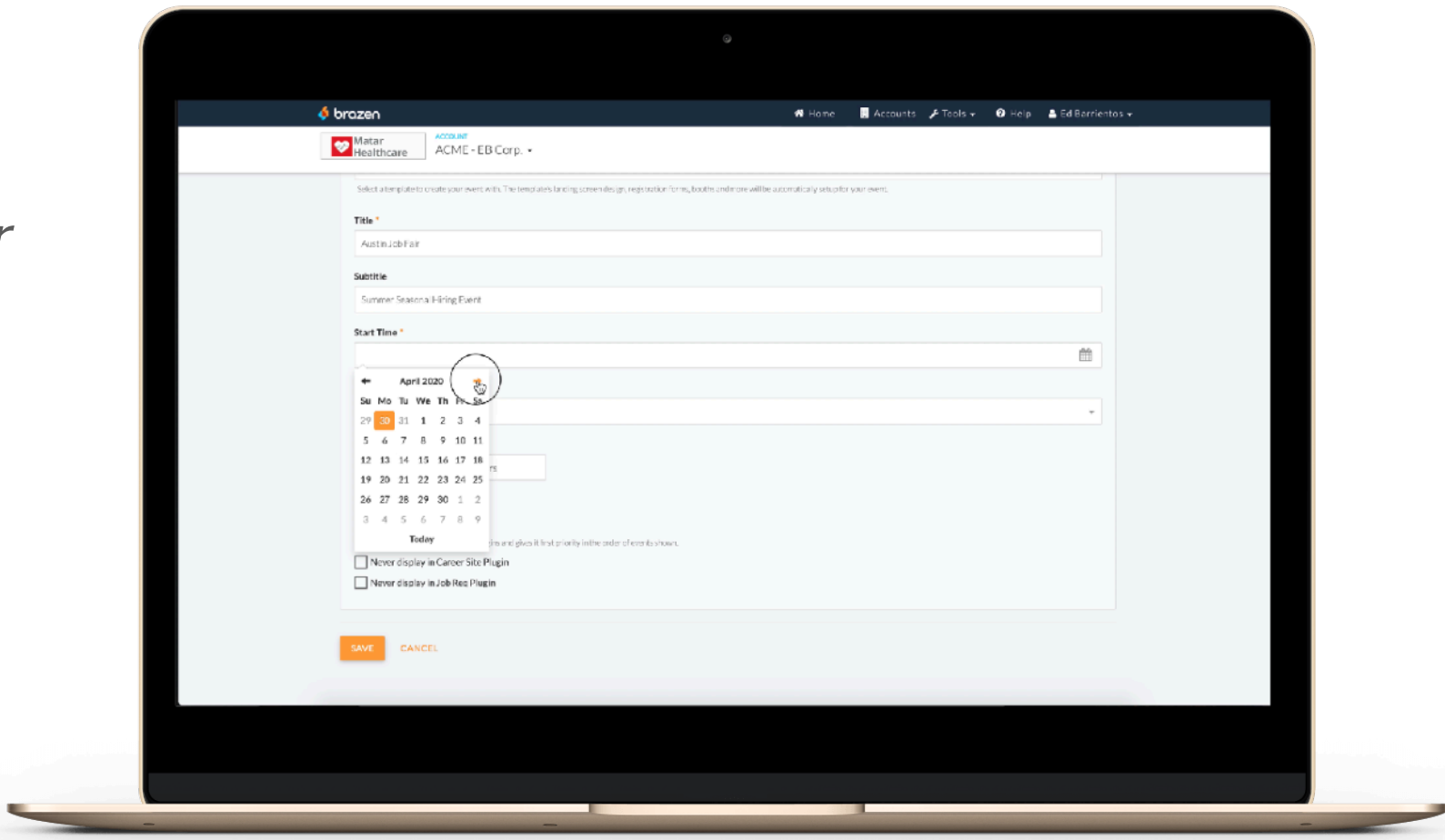


Recruiters/Reps can chat (text) with up to 4 candidates at a time, making the time spent in the event extremely efficient and productive

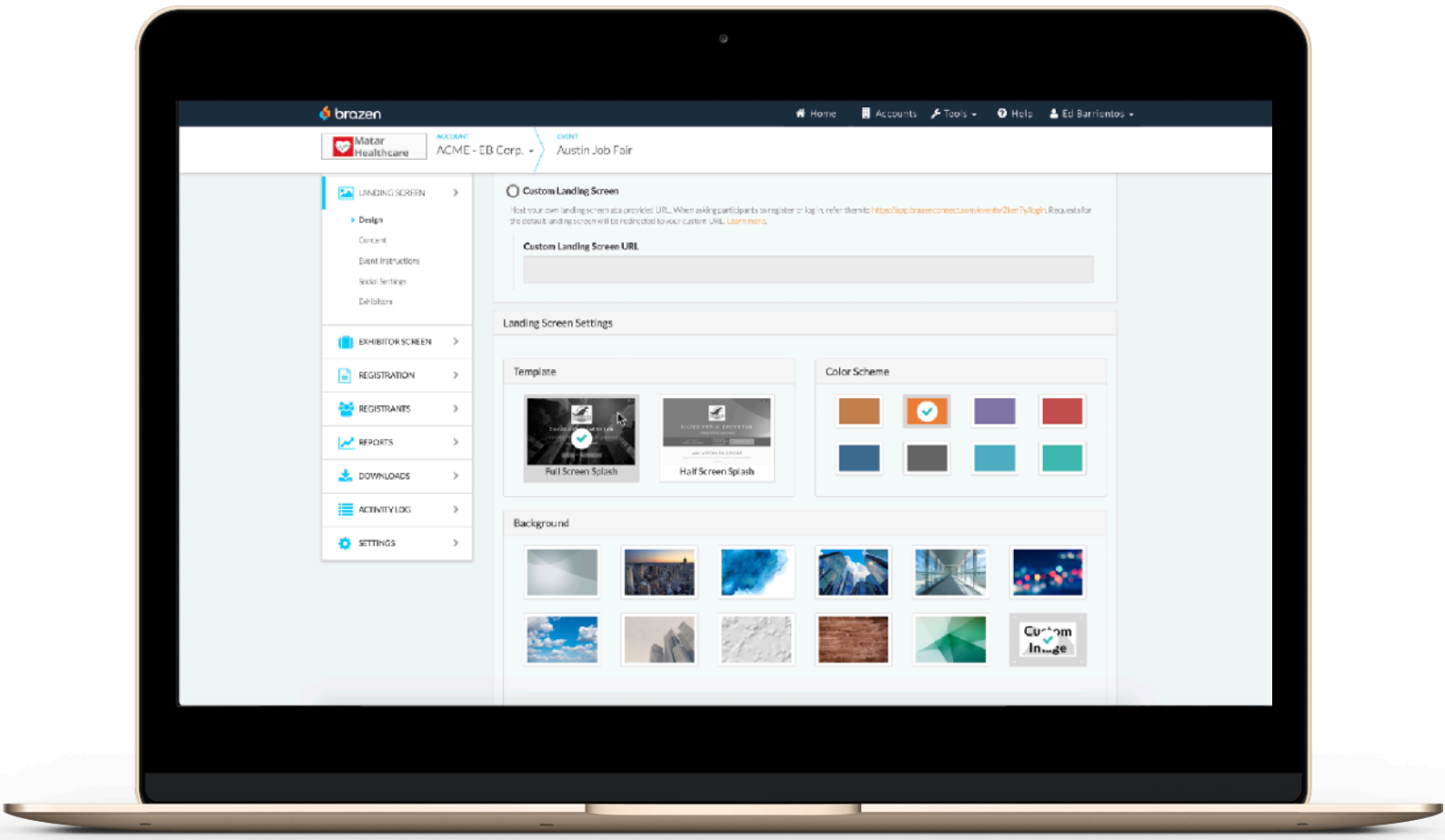
CREATING, MANAGING AND MARKETING YOUR VIRTUAL EVENTS

OUR PLATFORM LETS YOU CREATE, MANAGE AND PROMOTE YOUR OWN EVENTS

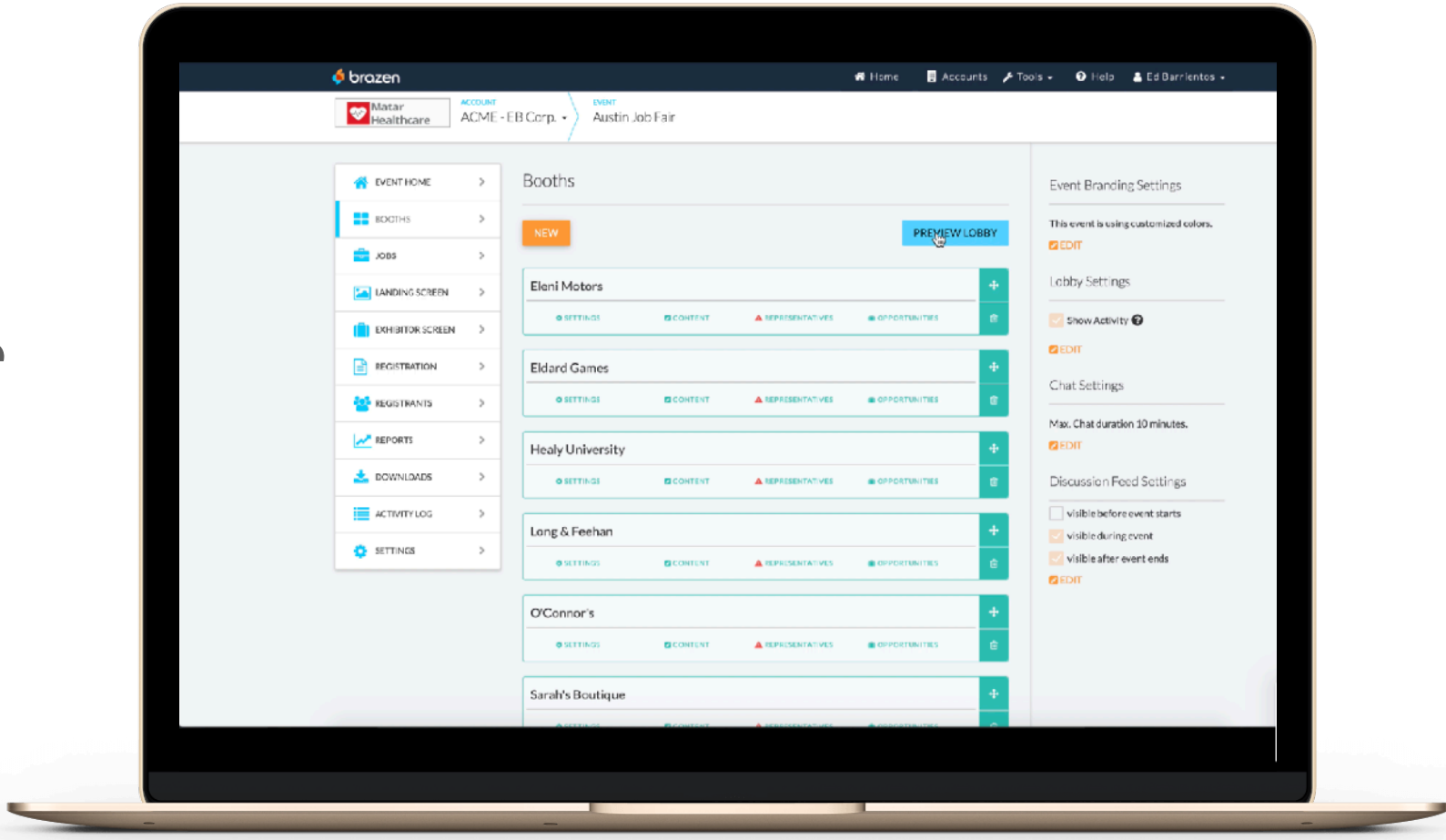
Create all of your events yourself, on your timeline



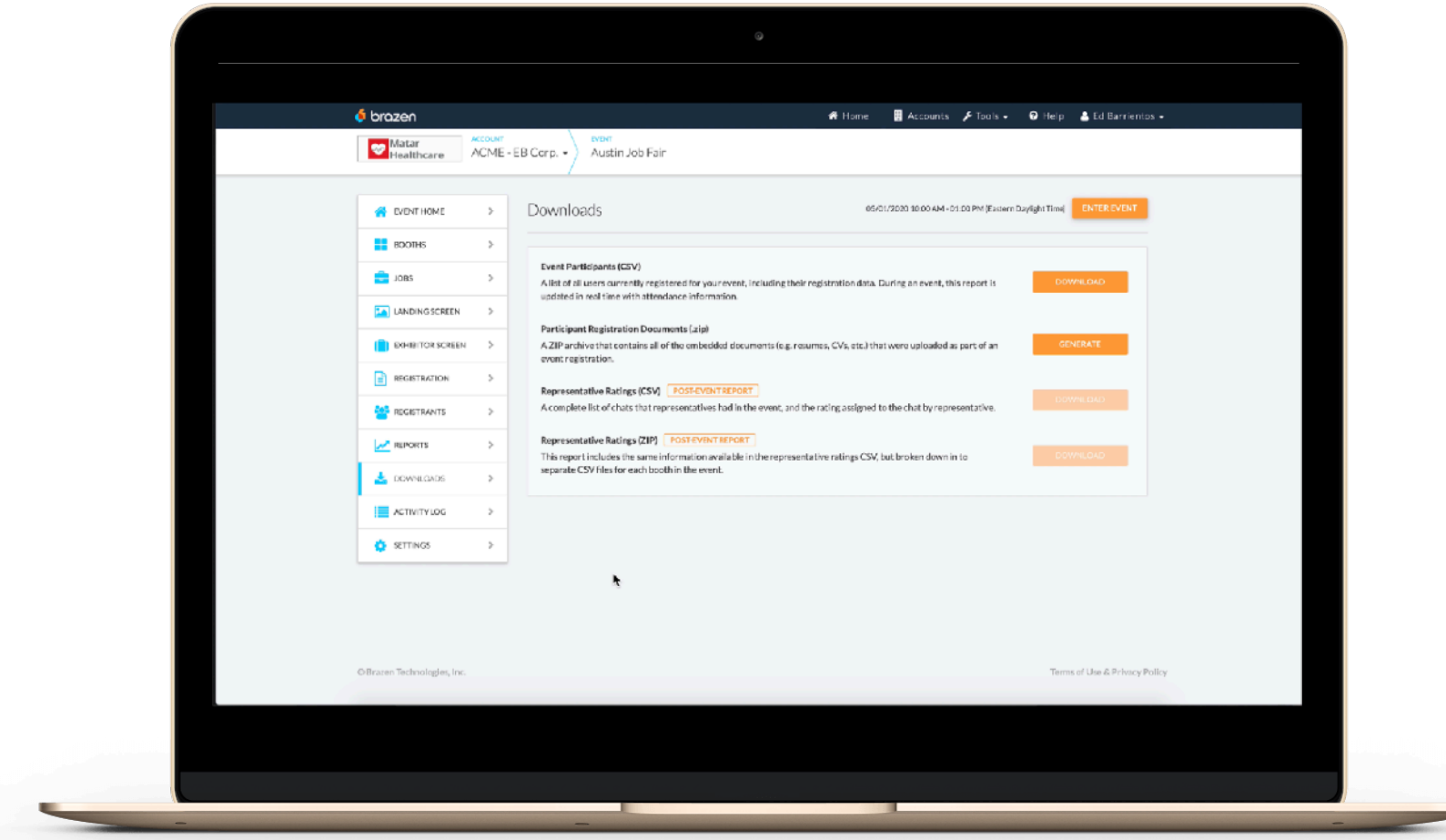
Automatically create both attendee and exhibitor landing pages



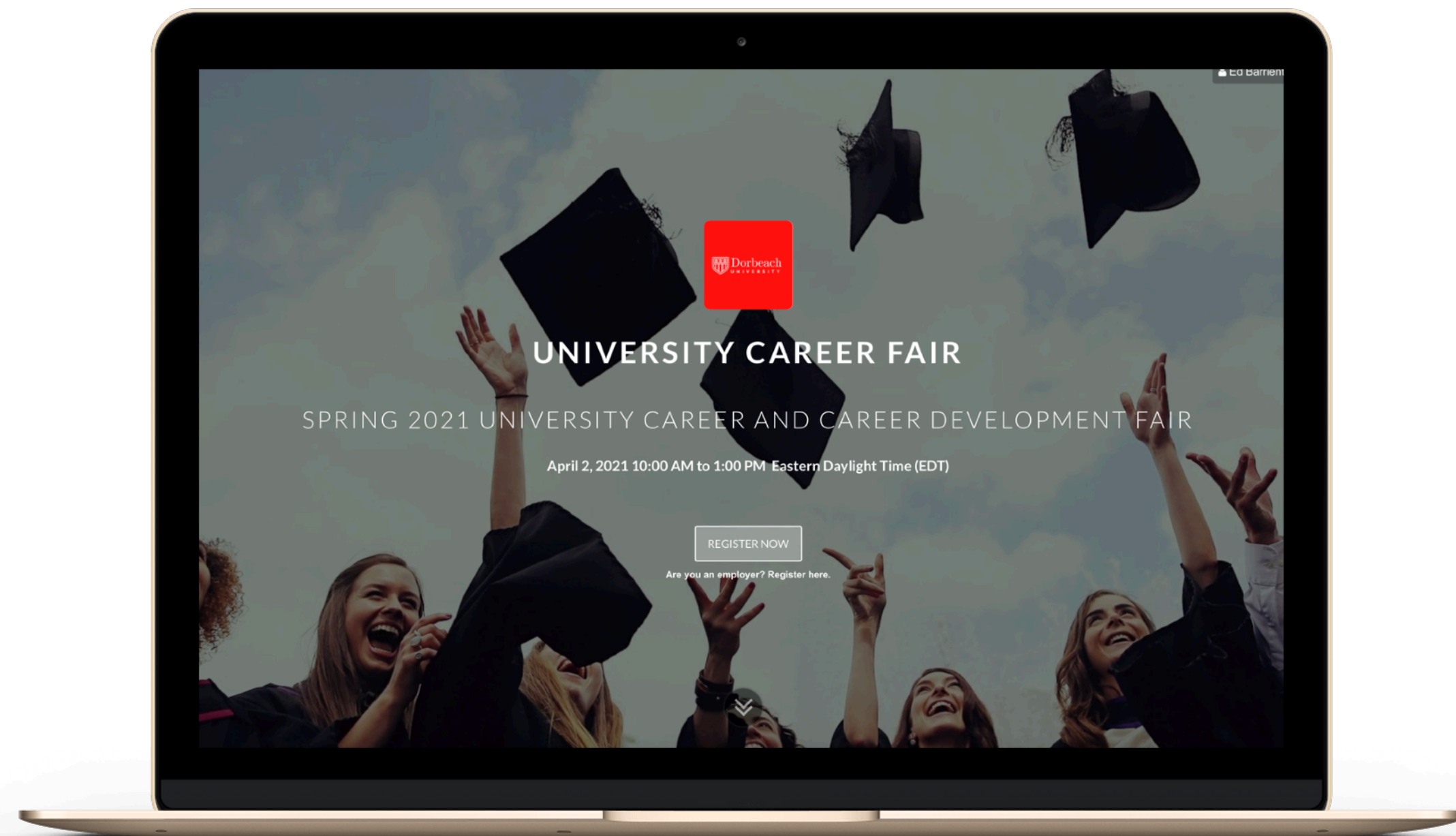
Create booths for your exhibitors or give them access to do it themselves



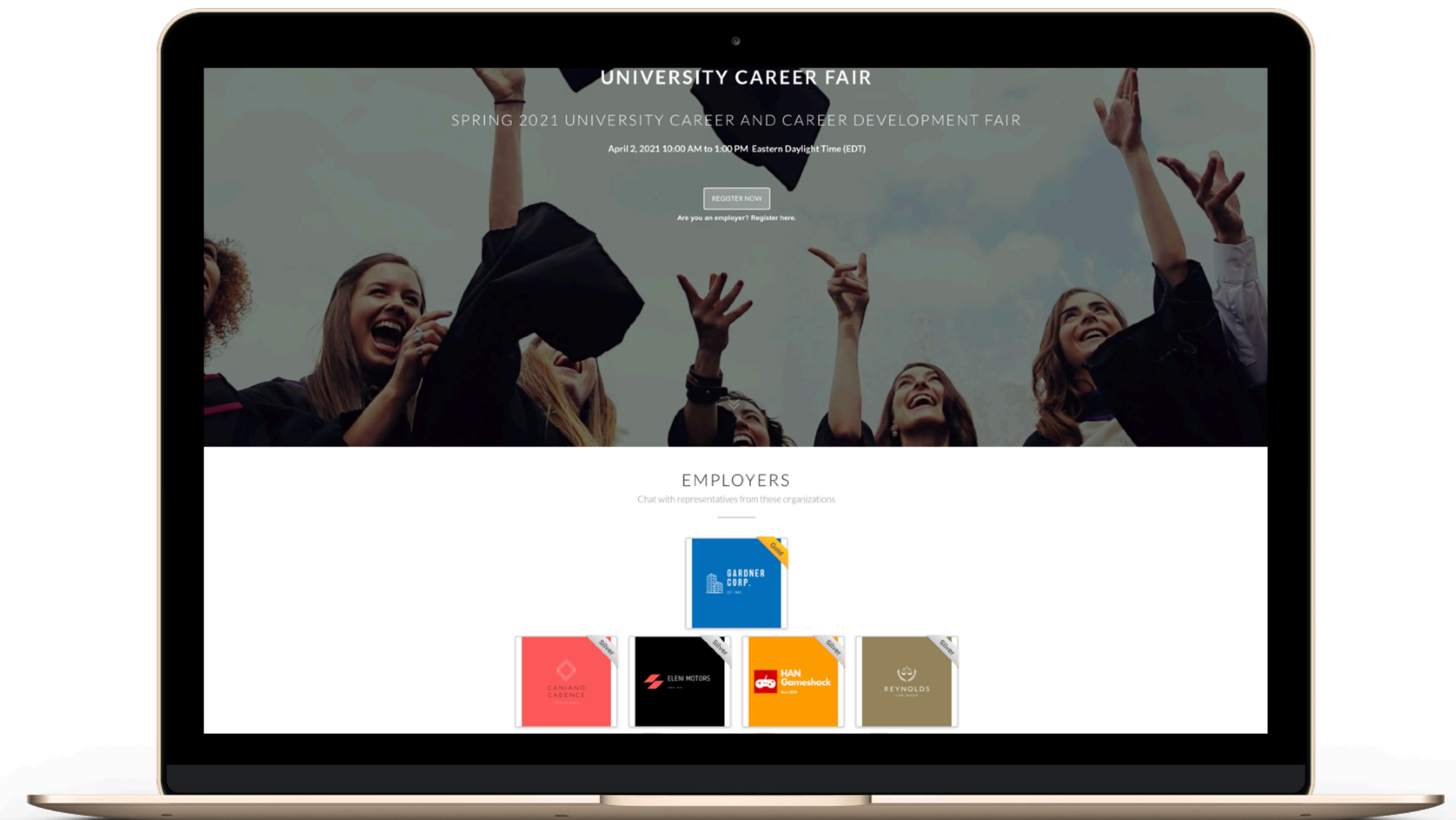
The platform automatically generates attendee reports and analytics that you can distribute to your exhibitors



EVENT LANDING PAGES FOR MARKETING YOUR EVENT ARE INTEGRATED INTO THE PLATFORM

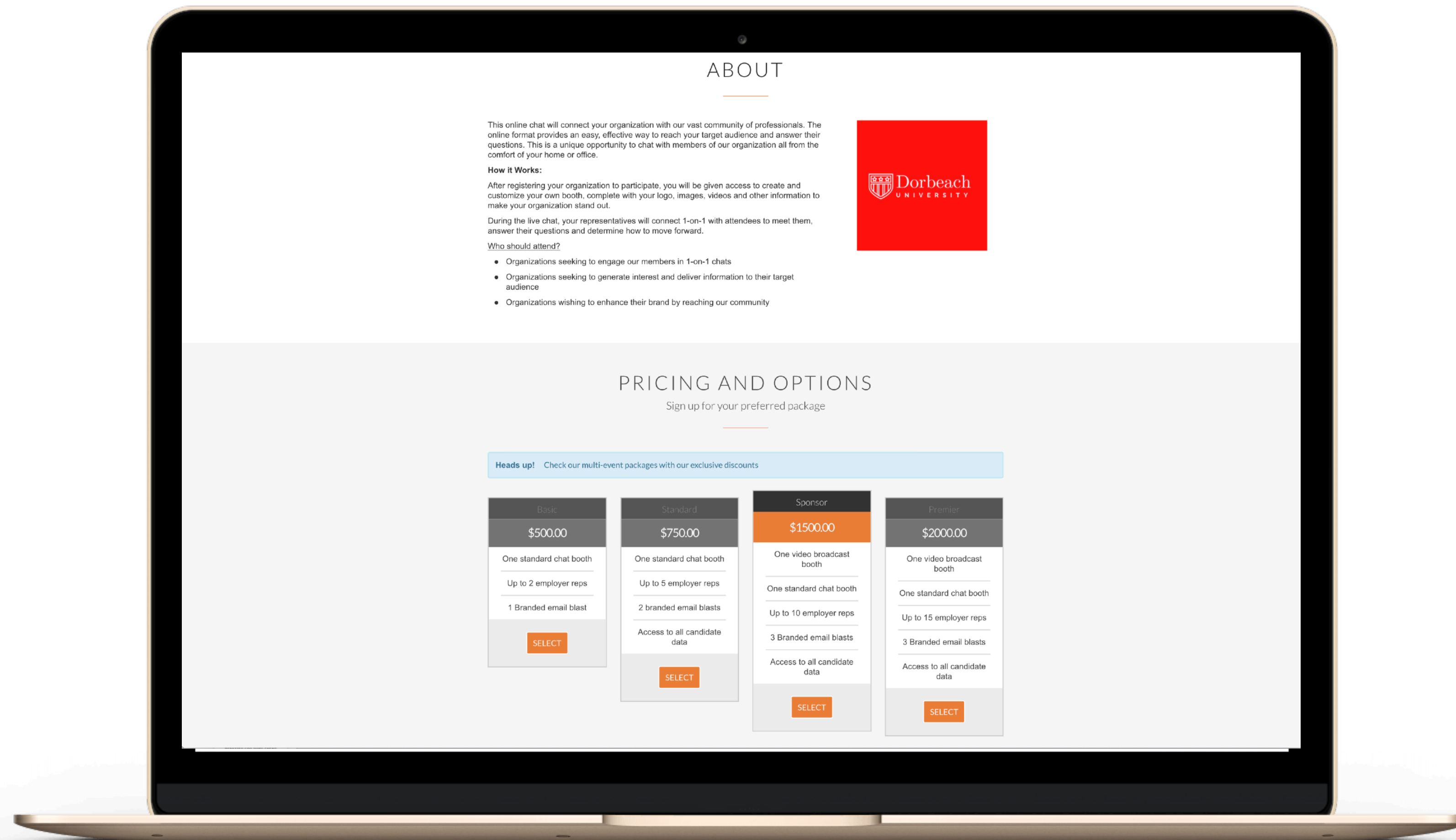


Event landing pages are created automatically within the platform and can be completely customized



Exhibitors can be included in the landing pages, offering you the ability to segment by “sponsorship” levels

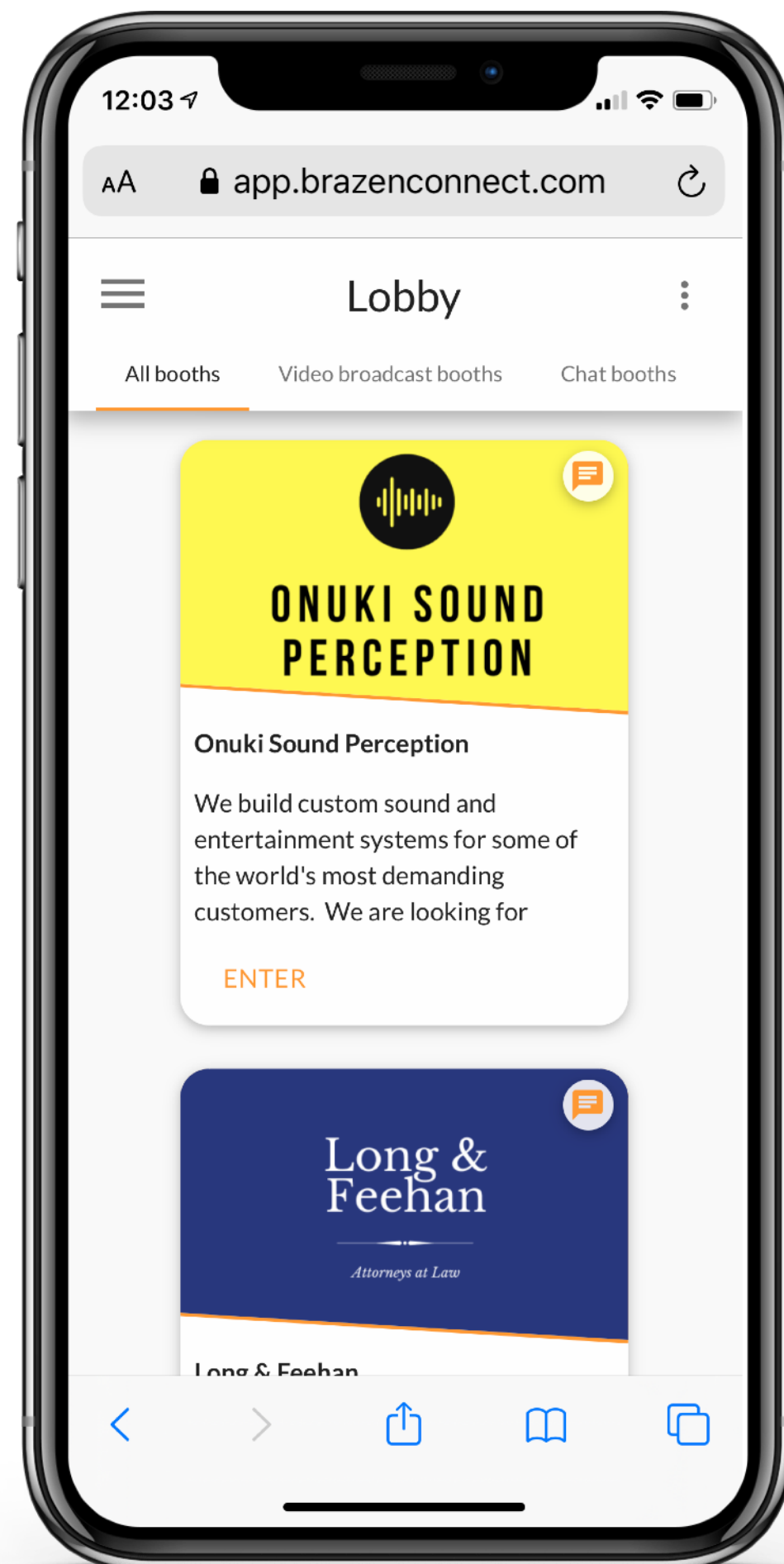
AND MARKETING TO YOUR EXHIBITORS IS JUST AS EASY!



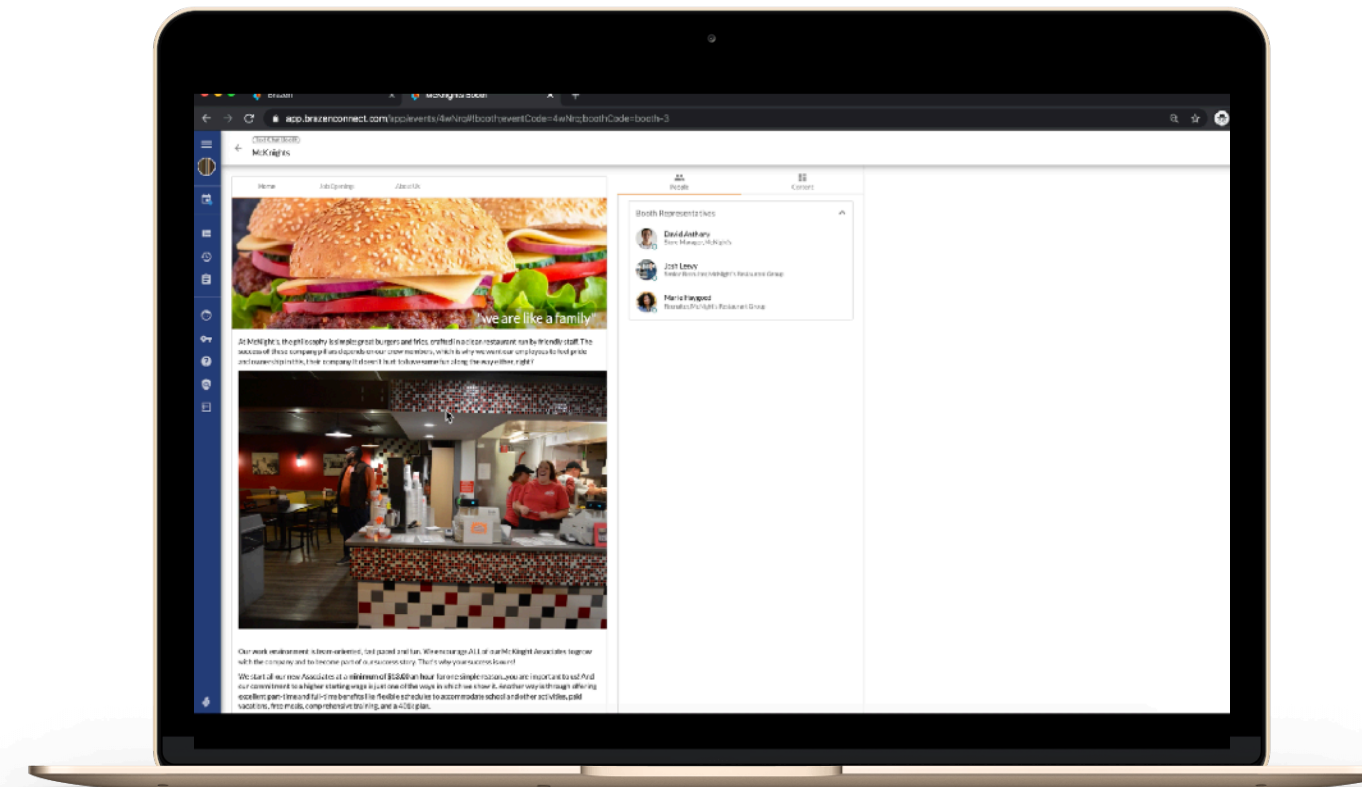
If selling booths to exhibitors is part of your business model, we make marketing the event to potential customers part of the event creation process

- Create categories of booths that exhibitors can choose from
- Allow exhibitors to begin the signup process right from your exhibitor landing page
- The platform automatically provides you with a second event link that can be sent and shared with exhibitors/prospects

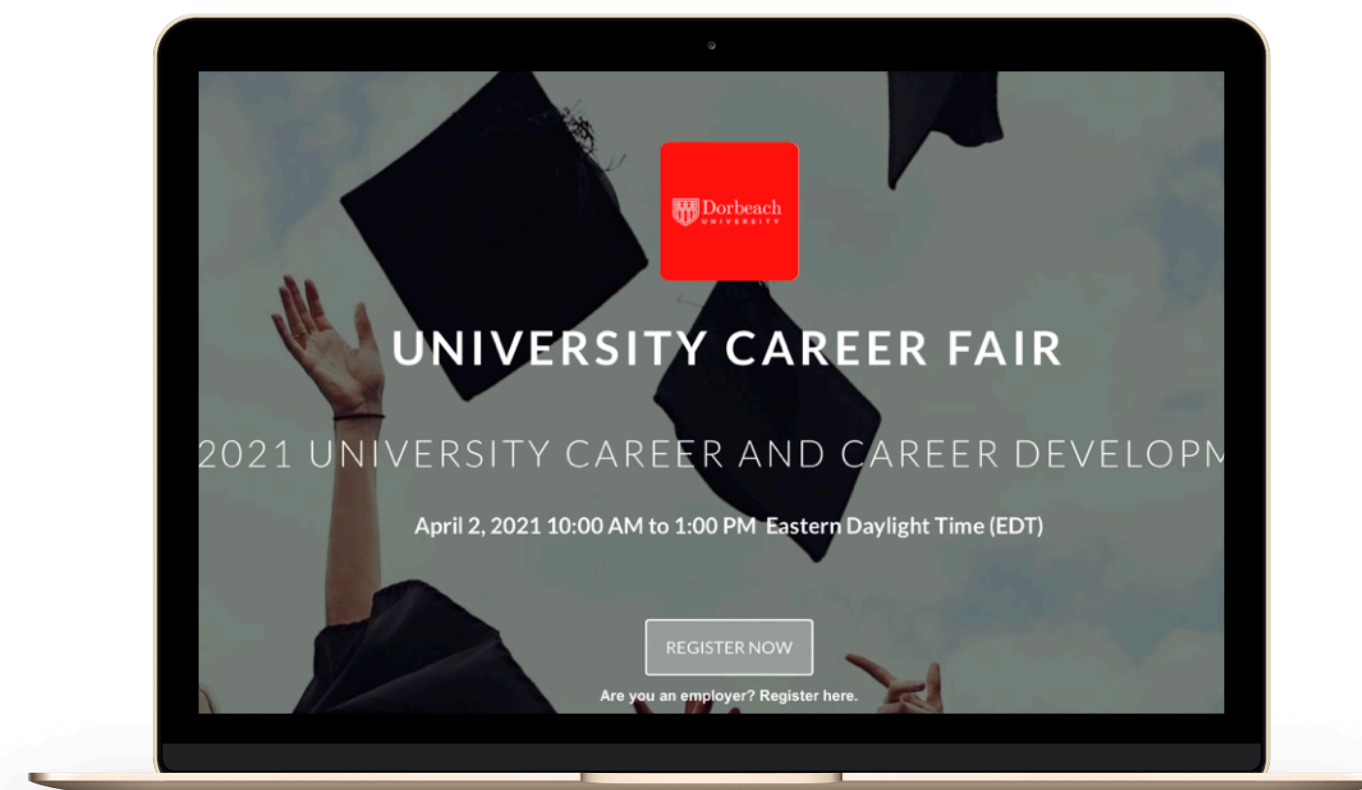
YOUR BRAND AND YOUR EXHIBITORS' BRANDS AND CONTENT TAKE CENTER STAGE



Your exhibitors' brands are featured in the lobby



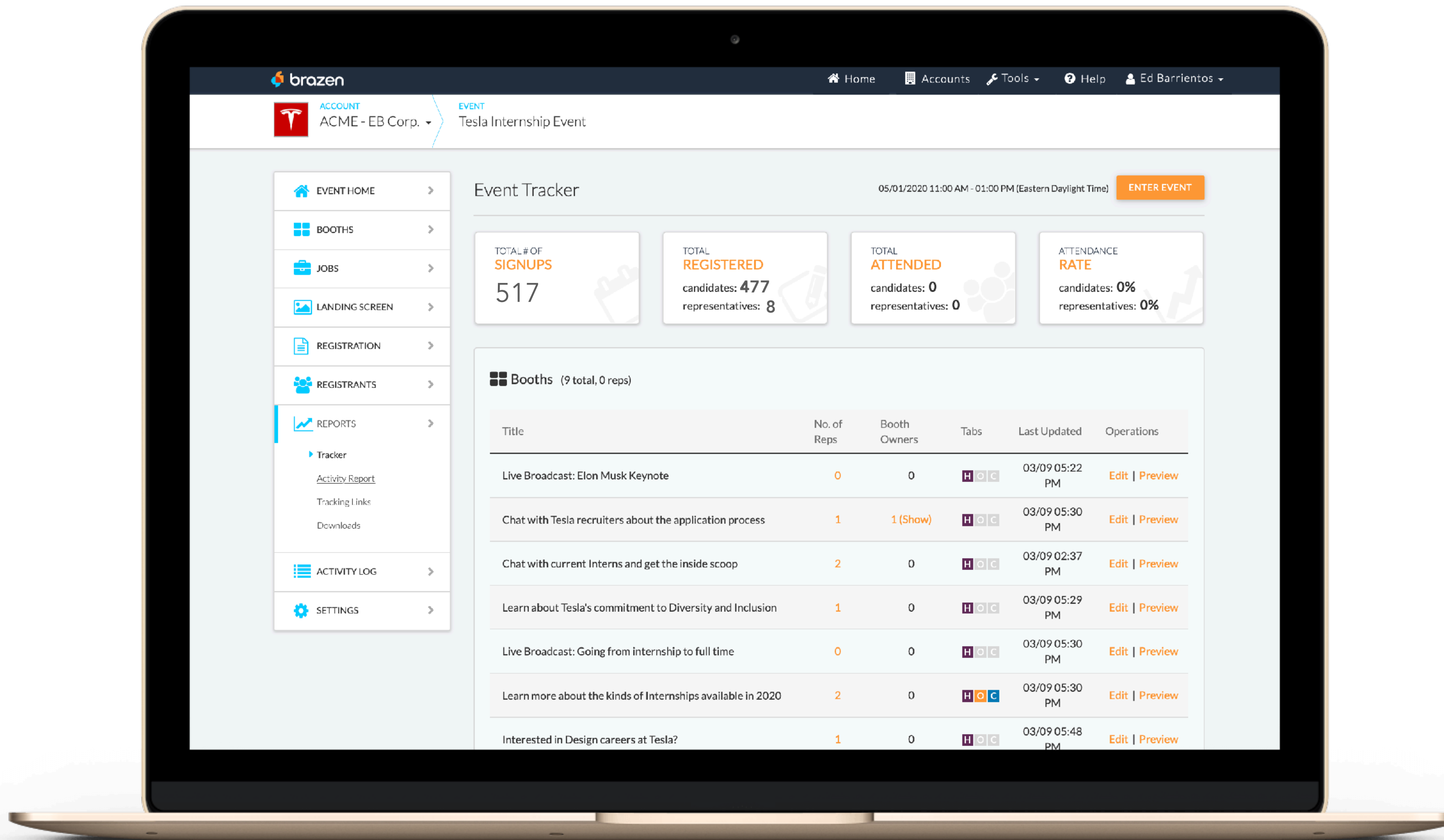
Each exhibitor booth contains messaging, branding and content, including videos



Both attendee and exhibitor landing pages are completely customizable

- The Brazen platform is white-labeled to let you and your exhibitors shine
- Each booth can be customized for each exhibitor's branding, messaging and content
- Each event can be customized to reflect your corporate or event-specific branding

TRACK CONVERSIONS AND POST EVENT ANALYTICS



- Brazen's event dashboard provides a wide array of tracking and reporting tools
- Tracking links help you to determine which traffic sources are generating conversions
- Post event metrics help you to track the performance of your marketing efforts over time

USE CASES

THE BRAZEN PLATFORM WAS DESIGNED TO BE USED FOR A VARIETY OF UNIVERSITY USE CASES AND APPLICATIONS

Use Case	Small Events (1 to 25 Students)	Medium Sized Events (100 - 1000 Students)	Large Events (1000 to 20,000 Students*)
Campus Recruiting	Single Employer, Video Interview Sessions	Themed Career Fairs and Focused Hiring Events	University Wide Career Fairs or Multi-University Career Events
Admissions	Admissions Team “Office Hours”	School or Program Specific Admission Events	University Wide Admitted Student Events
Alumni Engagement	Geographically Focused Alumni Chat and Video Meetups	Alumni Speed Networking Events	Alumni Career Fairs
Student Engagement	Virtual Coaching and Mentoring Events	Student Activity Fairs	University Wide Virtual Student Orientation

*Contact Brazen for more information and detailed specification for large events

COMPETITIVE ANALYSIS

WHAT TO CONSIDER WHEN CHOOSING A VIRTUAL EVENT PLATFORM

	Brazen	Other Vendors
Stability/Reliability of the Technology and Platform	Hundreds of virtual events are hosted on the Brazen platform every week, without a hitch	The current crises has encouraged many vendors to rush virtual event software to market. Most of these new platforms have yet to host any actual events.
Control of Event Creation and Event Management	Brazen is a self-serve software platform, giving full control of event creation and event management to the university	Many virtual event vendors control the event creation process, requiring long lead times and time-consuming back and forth communication to create both the event and exhibitor booths
Potential Conflict with Vendor Business Model	Brazen’s business model is to simply sell its virtual event software to universities along with customer support, which is included in the contract price	Many vendors monetize virtual events by selling employers access to students, often bypassing the university in the long run. Private student information can, and often is sold and resold to other vendors
Safety of Your Students’ Data	Personal student-connected data is owned solely by the university. Brazen does not monetize student data	In many cases, the vendor owns the student and employer data and is legally allowed to resell this data for profit
Your Employer Partners	Brazen does not interfere with your employer relationships. We know that you and your team have built your employer relationships over many years and that they generate a valuable part of your revenue model.	Many competitors monetize the cost of their offering through employers. By owning the employer relationship, these vendors weaken the university’s employer relationships over time

WHAT TO CONSIDER WHEN CHOOSING A VIRTUAL EVENT PLATFORM

	Brazen	Other Vendors
Experience with Virtual Events	Brazen has been building virtual event software since 2012 and recently released its 3rd generation platform	Although some vendors have many years of experience with virtual events, many are brand new entrants with little or no experience
Customer Support	Brazen provides account management and training support to universities and provides live event user support to both students and employers	Many vendors provide basic customer support only to university admins, but no live user support for students and employers. Without live user support, large events can quickly overwhelm university staff and create a terrible user experience for all attendees
Cost of Platform	Brazen is neither the lowest cost or highest cost solution. We believe we offer the best product at a fair price and therefore the best value in the market	Some vendors claim their product is free for universities to use. Most universities understand that nothing is “free” and realize that monetization is taking place elsewhere, often at the expense of student privacy and data
User Interface and Feature Set	Brazen’s 3rd generation user interface is designed to make student navigation easy and efficient. Chat, voice and video features are fully integrated into the event flow to make each event productive and fun	Many competing platforms still use avatar based user interfaces that were popular in the late 90s and early 2000s. These interfaces have not been “refreshed in years” and are often confusing and unintuitive for students

OUR CUSTOMERS

HUNDREDS OF UNIVERSITIES USE BRAZEN!



THANK YOU!

