Stand design manual

Content specifications for organisation stands at virtual events on the AcademicTransfer engagez platform

April 8th, 2022, version 1.6, Jeroen Sparla

Introduction

AcademicTransfer provides a new tool set for hosting virtual recruitment events where universities can present themselves, share webinars, presentations and brochures and meet up with potential candidates. These candidates can be pre-selected based on their CV and research profile. If there is a match between a delegate (university professor or recruiter) and a candidate, a 20 minute video call can be scheduled on the fair day. To set up this virtual event and to personalise your organisational stand, there is a minimum set of resources and data required to set your stand up properly.

The virtual venue, or exhibition hall, consists of different stands; one for each participating organisation. You can occupy your stand with several delegates and supporting delegates at the same time. AcademicTransfer's advice is to check at your organisation to involve at least professors, (faculty)recruiters, graduate schools, (labour market) communication departments, HR and international offices. You can preview the digital venue and stands here: https://www.engagez.net/NLrecruitmentDay

Your stand

The stand consists of 6 primary elements (see A-F in picture below). We will set up your stand, once we have received all information described below.

A - Background colour and host(ess)

You can choose from 19 different stand designs that all have their own host or hostess and colour. The host pictures are multicultural and they are attached to your choice of stand colour, as shown on the last page of this document.

B - stand banner

The stand banner exists of your logo and a short introduction statement. We advise you to keep this statement within the three lines, otherwise "more…" will show and an extra click is needed to view the full message.

C - Logo

The university logo with an optional link to your website.

D - Interaction panel

The interaction panel is the main place where all things come together. It is this place where your staff that occupies your stand will be displayed with their individual profiles. Candidates can click on staff members to start video chats, text chats, audio chats or email. Candidates can also initiate group chats, where interaction between all visitors and your staff can take place. You can also examine which candidates have visited your stand and integrate limited social media like your current twitter stream (although most social media are not visible without VPN in China). Video chat between staff and visitors can be limited to private 1 on 1 sessions or staff can invite another colleague to assist in the interview. All staff can login and participate from any location in the world, and they don't need to share the same physical location.

E - Backdrop

Here you can display a picture or a promotional video. Please be aware YouTube can be embedded but is not recommended since this won't work without VPN in China. It is better to

provide us with a movie clip in .mp4 format.

F - Information board
The information board can have different entry types. Most important are the links to your sessions. Please see for in depth explanation in the next chapter. You can also provide resources, documents that can be downloaded or accessed by the visitors without having the need to interact with your staff. Consider providing brochures (.pdf), flyers (.pdf), website links (https://), pictures (,jpg) and video material (.mp4). You can also link at the bottom of the panel to your Social Media sources, but please be aware of the visibility limits due to the Chinese firewall.


An example stand

Sessions
The venue also has a virtual theatre, where we can host and show presentations and semi-live webinars for a broader audience. These sessions can be started on demand by visitors (presentation, in Netflix style: the visitors start the recording) or run at a given time slot in which case live interaction with the audience is possible (webinar).

In both cases of a presentation and a webinar we need a pre-recorded movie of it in .mp4 format. The presentation can be viewed by a single visitor on demand. The webinar is shown at a broad audience at a given time and date. Since the webinar is also pre-recorded, we call it semi-live. This is, because the host of the webinar can now freely interact with the audience. The available interactions during the broadcast are: live questions, live polls, live chats and live surveys.

The third option is a breakout room where all participants can see each other and interact.

You can pick 3 time slots during the day for 30 minute sessions. Please inform us about the times and whether it should be a webinar style or breakout room style presentation. Pre-recorded Netflix style presentations are on-demand by visitors and you can upload unlimited movies.
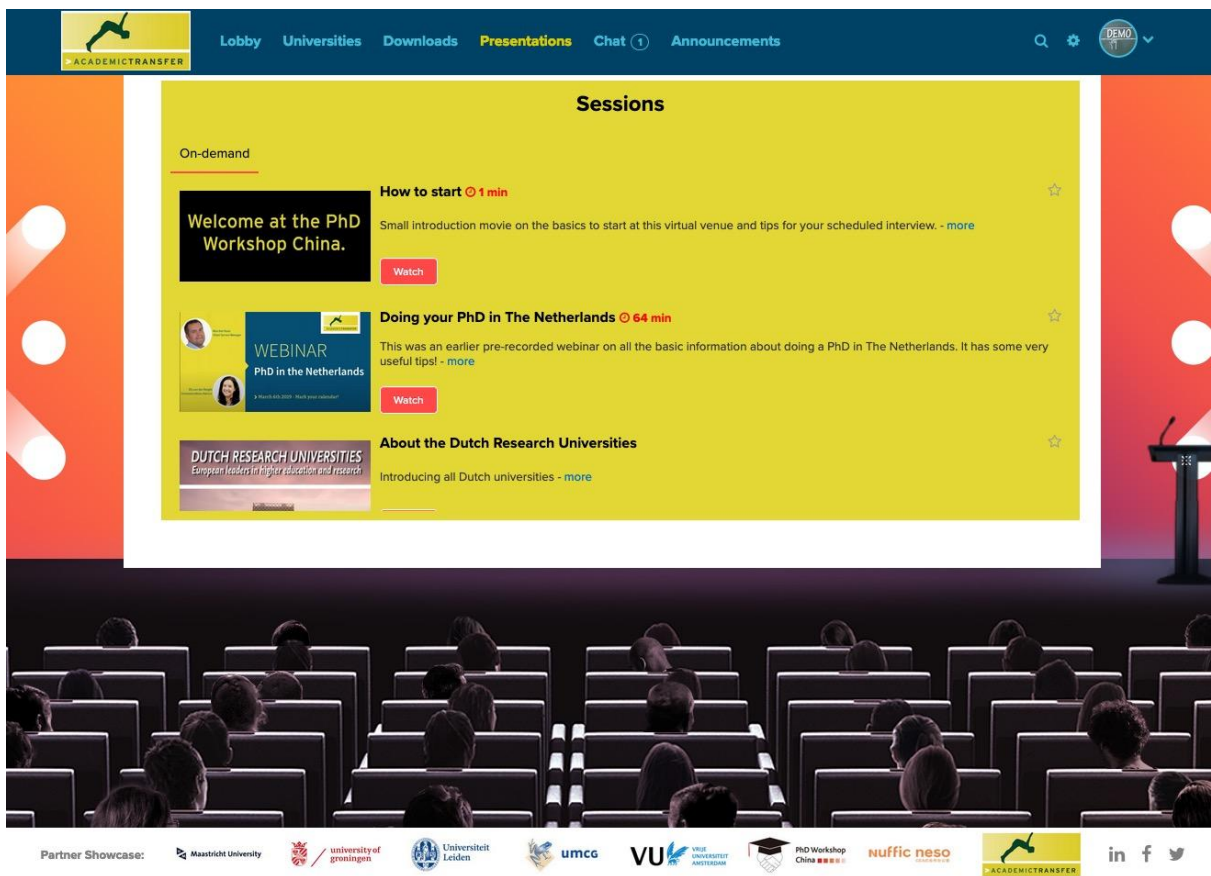
The virtual theatre

Your staff

We recommend having at least 2 staff members in your university stand. Supporting staff / supporting delegates are charged €75 for the event. Delegates who can review candidates upfront and schedule 1-on-1 interviews are charged €695 for the event. A presentation and webinar is included in the hosting fee per organisation. Theoretically the number of staff members to host your stand is unlimited. Your staff can sign up for this event at https://academictransfer.typeform.com/worldevent22

Information needed for yourstand

**Checklist to send to events@academictransfer.nl:**

For your stand:
- ❏ stand colour: see picture below for examples of colours and hosts (Red, Yellow, Green, Purple, Black, Blue with Man/Woman/None)
- ❏ University logo (.jpg), white background, at least 400 pixels wide, landscape
- ❏ stand banner: introduction text, preferable less than 36 words
- ❏ The link to your website when visitors click your logo
- ❏ Any social media feeds like LinkedIn, Twitter, Facebook, Youtube, Weibo, WeChat
- ❏ A picture (.jpg at least 400 pixels wide, landscape) or short video (.mp4) for your backdrop
- ❏ Brochures (.pdf), flyers (.pdf), website links (https://), pictures (.jpg) and video material

(.mp4) for visitors to download or access.

For your presentation sessions or semi-live webinars:
- ❏ The title
- ❏ A short description, preferably less than 36 words
- ❏ A Thumbnail picture (.jpg, landscape, at least 400 pixels wide)
- ❏ The movie in .mp4 format
- ❏ Whether it is meant as a on demand presentation or scheduled webinar
- ❏ The preferred time(s) and date(s) in case of a webinar
- ❏ The option to have a break-out session with upto 50 participants
- ❏ The preferred time(s) and date(s) for the break-out session

Tip: big .mp4 movies for your stand and webinar can best be sent through free services like DropBox or WeTransfer. Even better, send us all your information through such a service in one .zip file (**to** events@academictransfer.nl) so it can't get mixed up.
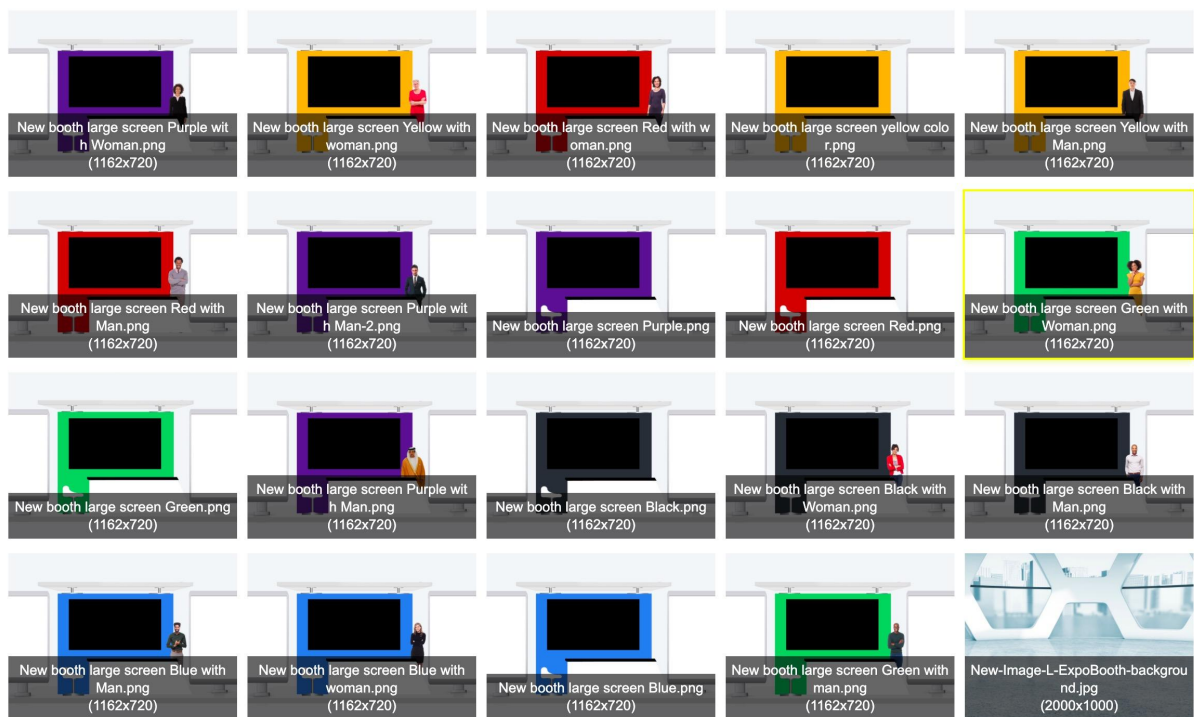
Available stand colours with their host(ess)