

Booth design

Content specifications for delegate booths
at virtual events on the AcademicTransfer engagez platform

September 15 2020, version 1.4, 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 personalize your organisational booth, there is a minimum set of resources and data required, both on the university and delegate level.

Your booth

The virtual venue, or exhibition hall, consists of different booths; one for each participating university. You can occupy your booth with several delegates from your university at the same time: people doing interviews or assisting with questions from candidate visitors.

AcademicTransfer's advice is to check at your university to involve at least professors, (faculty)recruiters, graduate schools, (labour market) communication departments and international offices.

The booth consists of 6 primary elements (see A-F in picture below).

A - Background color and host(ess)

You can choose from 6 different base colors that all have their own host or hostess. The colors are green, red, orange and 3 hues of blue. The host pictures are multicultural and they are attached to your choice of booth colour.

B - Booth banner

The booth banner exists of your logo and a short introduction statement. We advise you to keep this statement within the three lines, otherwise "more..." has to be clicked.

C - Logo

The university logo with an optional link to your website.

D - Interaction panel

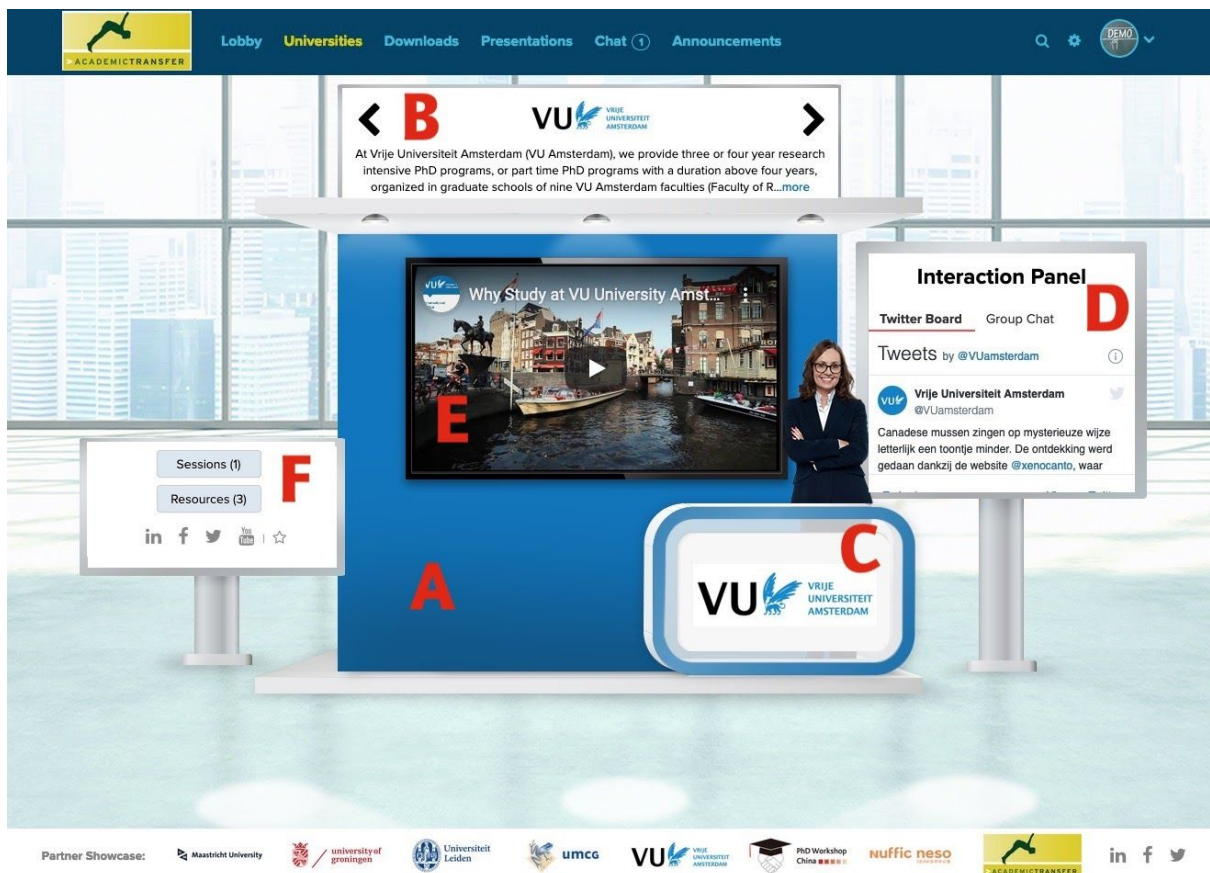
The interaction panel is the main place where all things come together. It is this place where your staff that occupies your booth will be displayed with their individual profiles. Candidates can click on staff members to start video chats, text chats, audio chats or email. Candidates can also initiate group chats, where interaction between all visitors and your staff can take place in "bulletin board style". You can also examine which candidates have visited your booth and integrate limited social media like your current twitter stream (although that will not be 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 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 to provide 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.

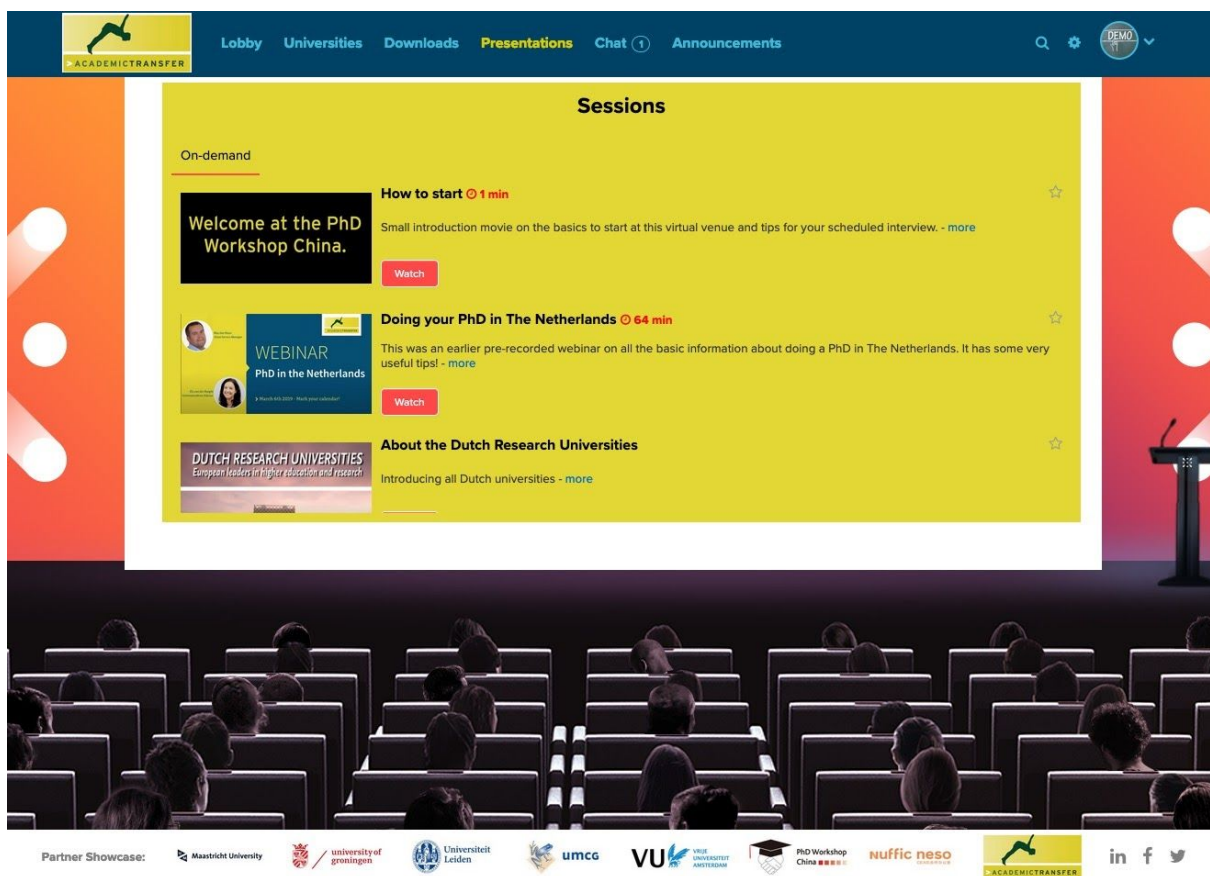


An example booth

Sessions

The venue also has a virtual theater, 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) or run at a given time slot in which case 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 virtual theater

Your staff

We recommend having at least 2 staff members in your university booth. At this moment the booth fee for each staff member is € 695 euro excluding VAT (as of August 2020). A presentation and webinar is included in the hosting fee per staff member. Theoretically the number of staff members to host your booth is unlimited.

Information needed

For each staff member please provide all the fields as shown in the form below, including a profile picture.

- Self explanatory: names, email, title
- The password and userid will be set by us
- The company is your university name
- The address is not necessary
- Please provide at least 1 phone number
- Add a profile photo
- A short bio can be added to be seen by visitors; we recommend max 100 words.
- A short greeting will be shown below your profile as seen by visitors

Registered staff members can update their own profile with additional information like their LinkedIn account, social media links, interests and professional or academic background.

First Name: *	<input type="text"/>	Last Name: *	<input type="text"/>
E-mail address: *	<input type="text"/>	User Id: *	<input type="text"/>
Password:	<input type="text"/>	Confirm password:	<input type="text"/>
Title:	<input type="text"/>	Company:	<input type="text"/>

Address:	<input type="text"/>	Country:	<input type="text" value="-- Select Country --"/>
City:	<input type="text"/>	State:	<input type="text"/>
Zip Code:	<input type="text"/>	Mobile:	<input type="text"/>
Work Phone:	<input type="text"/>		

Photo:

Brief Bio:

Greetings Message:

Staff: Badge: Role:

☒ ON Make my profile searchable to others in the venue

☐ Send a Registration Confirmation Email

[Back to Manage Attendees](#)

The information we need to register each staff member for your booth

Support staff

We also have included an option for support staff. Support staff will also have access to your booth, for instance to interview candidates together with you or to answer general questions to students visiting your booth or webinar. Support staff also gets access to all the candidate profiles to assist you with the pre-selection. However, support staff can not schedule interviews by inviting candidates and appointing time slots. They do not have access to their own or your calendar. They can only study the CV's and profiles to help you in selecting the right candidates. Support staff can not run their own presentations or webinars either. The fee for a support staff member is €125 excluding VAT (as of September 2020). We can sign up a maximum of 3 support staff members per delegate. For support staff members we need the same credentials as for regular delegates as given in the form above.

Candidate selection

The selection of the candidates that are invited to the virtual event and one-on-one interviews, including assigning an interview time-slot is handled in the AcademicTransfer.com back-end. You will receive these instructions after signing up for the event.

Demonstration setup

Do you wish to see the possibilities for yourself? We have created a demonstration setup. Please send an email to events@academictransfer.nl and request a demo. If you want to reserve your university booth and staff, you can also contact us at this email address. Do you prefer to contact us by phone? We are open during office hours (CET 9:00-17:00) +31880282800.

Checklist to send to events@academictransfer.nl

For your booth:

- ☐ Booth colour: red, green, orange, light blue, navy blue 1 or navy blue 2 (see picture below for examples)
- ☐ University logo (.jpg), white background, at least 400 pixels wide, landscape
- ☐ Booth 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.

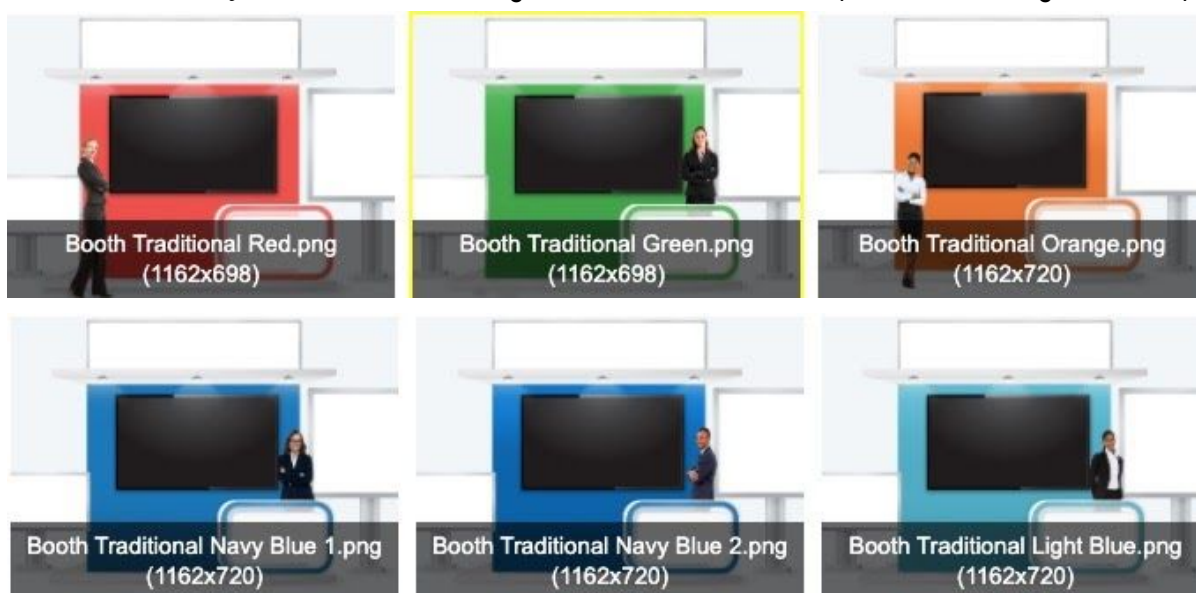
For your presentation sessions or semi-live webinars:

- ☐ 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 semi-live interactive webinar

For each staff member:

- ☐ All details in the form on page 4 (both for full staff delegates and supporting staff members)
- ☐ All other information you wish to share with candidates about the delegate and university on their presentation page (text, video, pictures, brochures, downloads). For example: <https://corporate.academictransfer.com/en/internationalisation/phd-workshop-bogota/meet-the-dutch-universities/peter-peverelli/> (not for support delegates with reduced fee).

Tip: big .mp4 movies 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 so it can't get mixed up.



Available booth colours with their host(ess)