

CASE STUDY

# Society of Women Engineers



Most Successful  
Virtual Career Fair



Overall 66%  
Attendance Rate



Over 1930 job seeker  
and employer chats

## YM Careers Solutions

Virtual Career Fair  
Sales Support  
Marketing Services  
Job Board Software

## Annual Career Fair Member Engagement Increases by 120%

The Society of Women Engineers has given women engineers a unique place and voice within the engineering industry. The 2020 SWE Virtual Career Fair connected over 500 professional and experienced engineers representing all sectors and disciplines of engineering and technology, with top employers such as Apple, Delta, Northrup Grumman and others.

“Very user friendly.  
First time user and  
had no issues at all.  
I really thought it was  
efficient and a great  
way to connect  
with potentials.”

**SWE Exhibitor**  
Recruiter at Linde



### Summary

SWE hosted a Virtual Career Fair for engineers to connect with employers looking to hire. YM Careers provided sales support and marketing strategy to sell employer booths while promoting registration.



### Challenges

Hiring niche, qualified talent within engineering and technology can be difficult for employers. Employers don't have the time, budget or resources to interview as many candidates as they would like.



### Results

This was SWE's most successful virtual event - 66% attendance rate and 120% increase of registered job seekers. Over 31 employers' booths and 1930+ chats between job seekers and employers

“We super appreciate YM Careers time and efforts into this event. Your work into this has been very appreciated by SWE and our partners. It is so helpful to work with a team that so reliable and quick to jump in whenever.”

**Sinead Gaffney**, Senior Specialist  
Strategic Partnerships, Society of Women Engineers

### About SWE

The Society of Women Engineers is centered around a passion for members' success and continues to evolve with the challenges and opportunities reflected in today's exciting engineering and technology specialties.

40k+

MEMBERS  
GLOBALLY

110

PROFESSIONAL  
SECTIONS

330

COLLEGIATE  
SECTIONS



Learn more at  
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