



Forum Convergences - Online Career Fair for Africa

Labor mobility and flexibility has increased significantly during the past decades. Nowadays, even emigrating to work in a foreign country is not considered negative any more by most people. In contrast, many choose to leave their home country to search for better opportunities elsewhere - especially young, well-educated professionals. While this „Brain Drain“ is a global phenomenon, it is felt strongly in Africa where many people have left their home countries in the past.

Consequently, the local or regional talent pools are not sufficient to fulfill the demand for highly skilled specialists in many African countries. At the same time, many Africans living abroad have some inclination to return to their home countries. However, a central information point on vacancies that offer adequate development opportunities for experienced, well-educated people is hard to find. For this reason, People Development, the (Senegalese) regional specialist for Executive Search & Recruiting in Africa has turned to ubivent to conduct a one-week online career fair specifically for Africa.

People from all over the world were invited to log on to this virtual career fair. In this innovative environment, both international corporations and regional companies had ample opportunity to present their employer brand at virtual booths. Also, the exhibitors could post job offers directly at their booths. Vacant positions included experienced software developers, general surgeons, and even a managing director for an agricultural firm. The fact that participants could apply for these jobs right at the virtual booths, and even drop their CVs there, has been greatly appreciated.

In order to realize this, the project teams of People Development and ubivent have been collaborating closely. A crucial point for the project success has been the fact that all information had to be easily accessible for all participants. People Development therefore ensured that all content has been



One of the showfloors with some of the exhibitors.



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*Yann Hazoume,
Managing Director of People Development*

available in both English and French. The fact that the ubivent platform very well supported this bilingual approach has been only one on the long list of positive points in this cooperation: **„The ubivent software not only delivers high performance on a global scale, but is also extremely flexible. Together with ubivent’s experts, we were able to realize this great virtual event,“** comments Yann Hazoume, Managing Director of People Development.



Yann Hazoume welcomes online participants in his video.



Information and interaction at virtual booths.



Gain first information about the event at the info booth

Besides company information and job postings, the most important aspect of the virtual career fair has been the interactive communication between exhibitors and participants. During the entire event, booths were staffed by company representatives. Booth staff could be contacted quickly and easily via live chats. It was therefore possible to clarify all kinds of questions that participants had, for example, whether a participant's profile is of interest to the exhibitor. This opportunity for direct, personal interaction has been the key success factor for this online event.

That the virtual career fair has been a huge success is beyond doubt for the organizers. Especially the fact that thousands of participants joined the event from all over the world makes Yann Hazoume proud: **„Together with ubivent we were able to create a positive experience for Africans all over the world. Exhibitors and participants have been enthusiastic about this innovative format.“** During the event, exhibitors were able to fill many open positions with applicants in a comfortable, cost-efficient, and very sustainable way. Or, as one of the participants phrased it: **„The event has been really smooth. I was able to get in touch with many potential employers so easily. For everyone searching a new job, I can really recommend the virtual career fairs organized by People Development and ubivent.“**

People Development is an African based Human Resources Agency in Dakar, Senegal. With proven specialized executive recruitment experience for professional and senior management candidates the company is covering general and industry specific recruitment on the African regional market. Clients recognize and appreciate People Development's commitment to finding the right fit for their organization by using worldwide Human Resources' standards, combined with local knowledge and expertise. Since 2007, clients have trusted People Development to offer candidates of the highest value and integrity within the industry.

ubivent is Europe's leading virtual event specialist. The ubivent platform is a visually appealing, easy to use, high performance, and scalable virtual event solution. The event experience can be individually tailored to fulfill all customer specific needs. Typical use cases are virtual corporate events (e.g. online conferences and virtual kick-offs) and virtual public events (e.g. online career fairs and virtual trade shows).

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