



Objectives:

- Attract 5000 registrants
- Reduce cost per hire
- Promote global recruitment
- Provide networking opportunities
- Increase newsletter subscriptions by 25%

Results:

- \$3.36 cost per attendee
- 20,719 registrants (400% of target)
- 10,903 attendees
- 34,302 booth visits
- 40 countries represented
- 9300 job applications

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Lisa Rolston,
Associate Director
KPMG

Situation

With 15,000 tax professionals in 148 countries and 731 cities, KPMG and its member firms help clients address international federal, state, and local tax issues. When the company wanted a global virtual event to access new talent, build relationships, and reduce costs, it turned to Unisfair.

Solution

In September of 2008, thousands of financial professionals and college graduates interested in career opportunities with a global financial leader attended *The KPMG World Jobs Fair*. The unique 48-hour online event educated and aligned thousands of candidates with hundreds of openings with KPMG member firms around the world.

"As an increasing number of companies conduct business internationally, there are growing opportunities for professionals in KPMG member firms, especially in emerging markets such as Brazil, Russia, India, and China," said Timothy P. Flynn, Chairman of KPMG. "We're also focused on adding thousands of jobs in developed markets such as the United States and Europe."

After three months of planning and development, Unisfair created and delivered an international virtual event that introduced more than 10,000 attendees to KPMG recruiters and industry professionals. In a virtual Main Hall, Exhibit Hall, Conference Hall, and Resource Center, job seekers explored opportunities in specific countries and learned about the company's culture, values, corporate citizenship goals, training and development, and work/life programs. They visited booths, watched live webcasts, chatted with KPMG professionals, and applied directly for openings.

Results

With more than 40 participating countries, the *KPMG World Jobs Fair* more than lived up to its name. The company received over 9,300 job applications in a virtual environment free from geographic limitations.

"It was huge," adds Lisa Rolston, KPMG Associate Director for eSourcing Strategy and Branding. "It surpassed my expectations. We were the first of the Big Four to do it and I've been asked when we're going to do it again. We attracted a ton of graduate students and also a large number of experienced people. They thought it was great. They could attend from the comfort of their own home."

Rolston also believes the accompanying media coverage helped from a branding perspective. Articles on the event appeared in publications such as *The Economist* and *The Financial Times*.

"Clients need professionals with global audit, tax and advisory skills," concludes Flynn. "Taking advantage of global opportunities through an event like the *KPMG World Jobs Fair* helps people expand their skills and cultural perspective."

In designing, producing, promoting, and managing this international virtual solution, Unisfair is proud to have helped make the *KPMG Virtual Job Fair* a truly global success.

Silicon Valley HQ
149 Commonwealth Drive
Menlo Park, CA 94025 USA
(866) 354-4030