



Objectives:

- Leverage virtual event strategy as part of Career Connections program
- Generate qualified candidates for sponsors
- Use virtual career fairs to support professional development

Results:

- Implemented 8 Virtual Career Fairs since 2008
- Developed RAPS Virtual Event Center to support member career initiatives
- Highly qualified candidates equates to shorter hiring cycle for sponsors
- Greater RAPS brand awareness and reach

“The attendees were shocked—they loved InterCall’s technology. And the sponsors appreciated the high number and quality of candidates that attended the Virtual Career Fairs”

Brad Pierson
Mgr., Integrated
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Situation

In today’s competitive market, more regulatory professionals find themselves in search of jobs, career guidance, and networking opportunities within the biotech, medical device, and pharmaceutical sectors. RAPS—the Regulatory Affairs Professionals Society—is a member-based organization that is uniquely qualified as a valued resource to the global regulatory community. RAPS members have access to information, resources, and people to help establish standards and build upon the knowledge base of this profession.

One such tool—RAPS’ online Regulatory Career Connections—allows members to search, post, and review job listings at their convenience. When RAPS sought to build upon the success of Career Connections to provide its members with a more interactive and robust alternative, it turned to virtual events.

Solution

Brad Pierson, Manager of Integrated Product Sales, quickly recognized this opportunity to expand RAPS services by adopting virtual technology. In the spring of 2008, RAPS launched its first virtual career fair using the InterCall platform. With 13 major pharmaceutical and biotech (booth) sponsors, over 750 registrants, and a fully customized environment, this virtual fair proved to be RAPS’ turning point for its job search solution. Jobseekers had direct access to the hiring company, HR, and regulatory experts with a click of a mouse. Because of the positive feedback from sponsors and members alike, RAPS added two additional virtual fairs that year. The virtual fair allowed Brad to reach more of his constituents, extend the RAPS brand, and create a level of engagement between its members like never before. “The InterCall virtual experience provided us with a unique way to get in touch with our many members,” asserts Brad.

The virtual fairs also proved cost-effective, engaging and delivered highly qualified candidates to sponsors which, in turn, dramatically decreased the hiring cycle. Recently in April 2011, RAPS Virtual Career Fair garnered a whopping 83% attendee rate, with 755 applications received and an average visitor time of 70 minutes inside the event.

Results

Building upon this success, Brad takes another step toward RAPS virtual strategy by adopting the VEC (Virtual Event Center) model. The RAPS VEC allows members 24-hour access, 365 days a year to a virtual environment rich in content, up-to-date information, and hiring companies’ resources. By producing just 1 – 2 major virtual job fairs a year, the VEC gives RAPS another way to keep the organization “top of mind” even during the period between events. The VEC underscores a continuous and sustainable model which RAPS has strategically leveraged for the benefit of its more than 11,000 members.