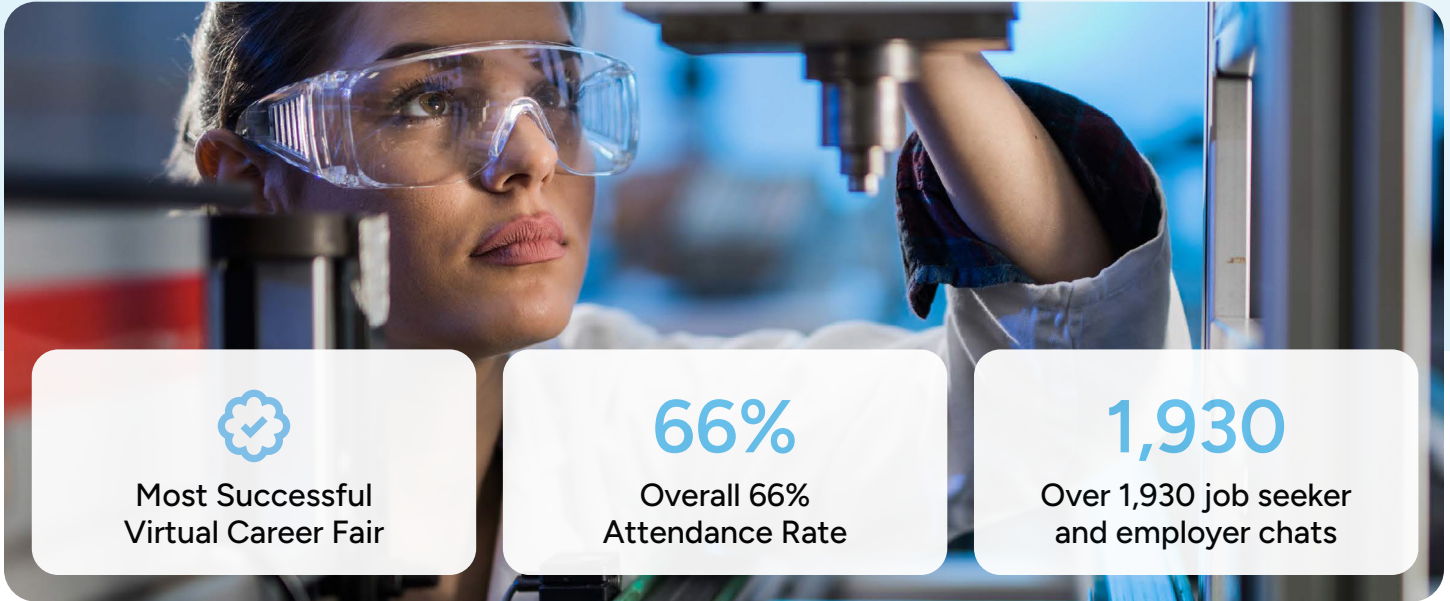


Society of Women Engineers



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.

Solutions

- ✓ Virtual Career Fair
- ✓ Sales Support
- ✓ Marketing Services
- ✓ Job Board Software

"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 engineering and technology can be have the time, budget

or resources to interview as many candidates as they would like.

Results

A new career center from YM Careers was just the tip of the iceberg. In addition to a more than 7-figure revenue growth through expert sales and marketing strategy, SHRM created a true career destination for members. This keeps them coming back to the job board for career development resources, events, resume reviews, jobs and much more.

"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

About Momentive Software

Momentive Software amplifies the impact of over 30,000 purpose-driven organizations in over 30 countries. Mission-driven organizations and associations rely on Momentive's cloud-based software and services to solve their most critical challenges: engage the people they serve, simplify operations, and grow revenue. Learn more at momentivesoftware.com.