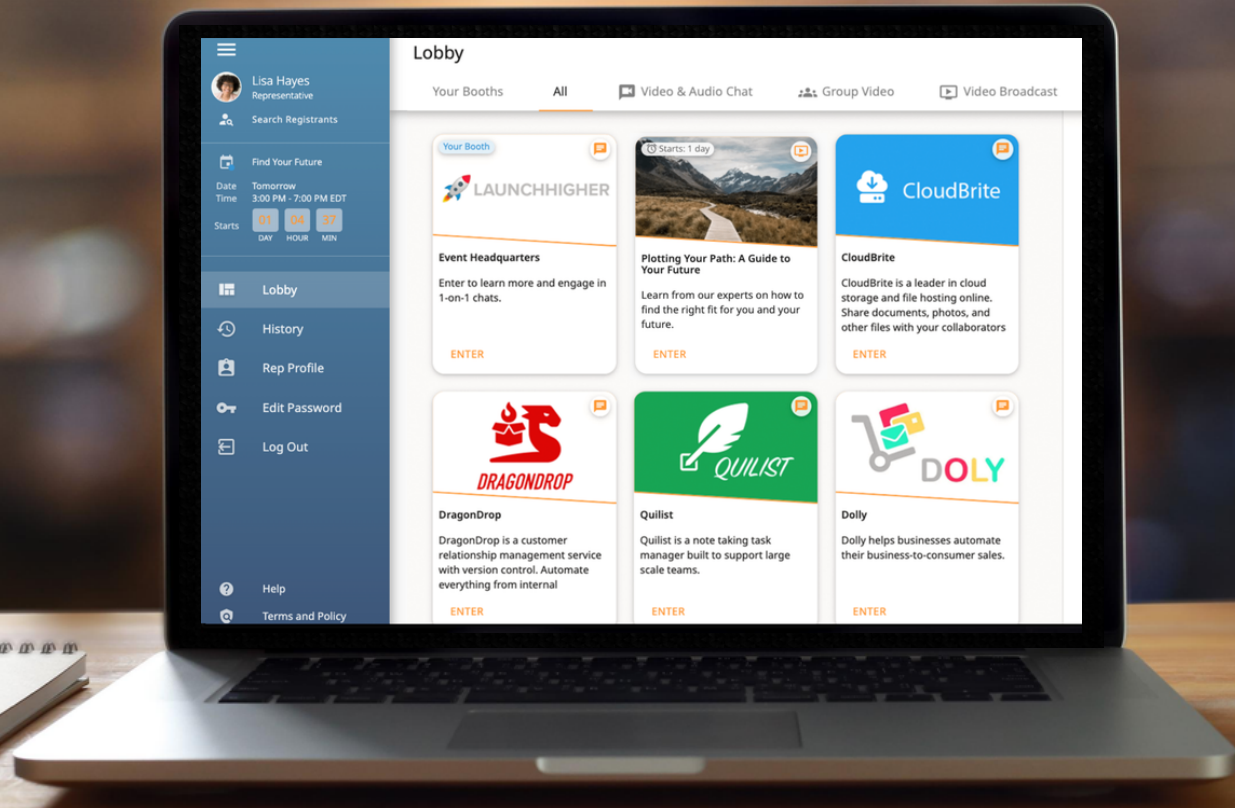


A REPRESENTATIVE'S GUIDE TO BRAZEN EVENTS



BRAZEN EVENTS:

WHAT TO EXPECT

Whether you're acting as a **Representative** in a Brazen-managed event online, in-person, or both, getting started with Brazen is quick and easy.

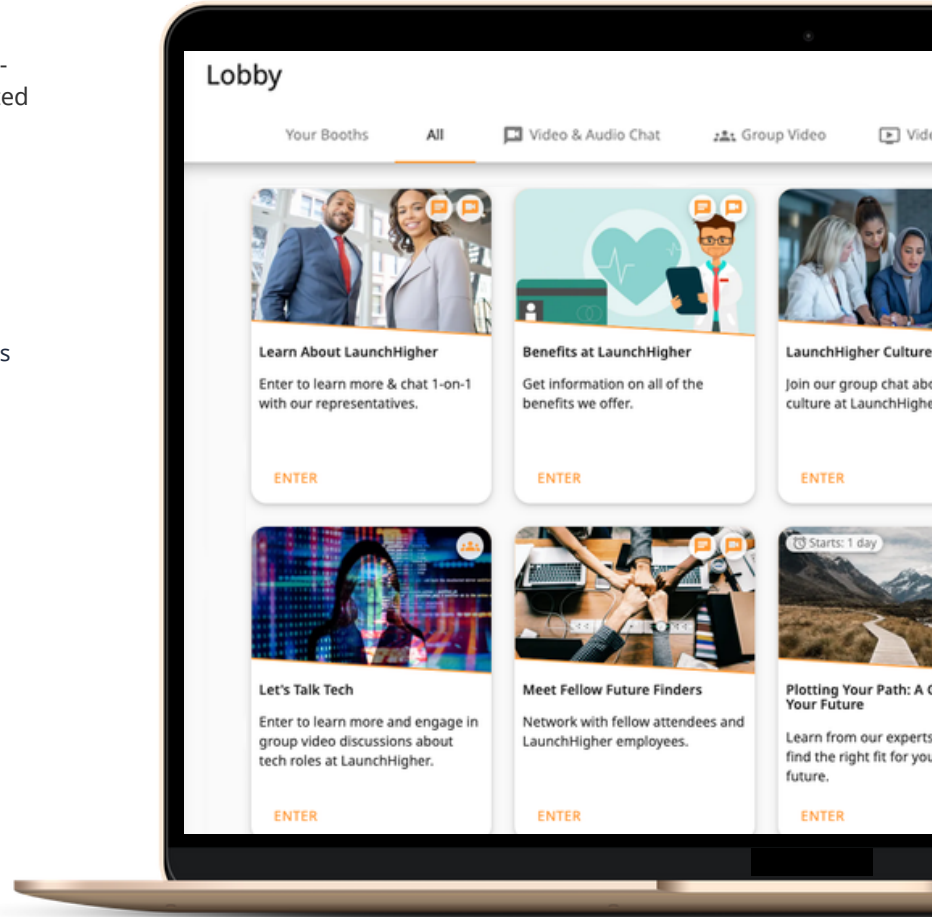
On the Brazen platform, candidates/attendees enter a **Lobby** where they can discover and explore booths. Attendees can engage with event content, enter booths, and connect with booth representatives.

As a Representative, you are assigned to a **booth** or booths which attendees visit.

You'll connect with them in private, one-on-one text, audio or video based chats, and/or may be assigned to act as a Host for Group Video booth sessions, or as a Host or Presenter in BrazenLive Video Broadcast booths.

In this guide, you'll learn how to:

- Register as a Representative & set up your profile
- Log in & enter an event
- Search registrants & invite them to your booth
- Schedule chats
- Use the event control panel
- Hold text, video & audio chats
- Hand off candidates to fellow Representatives
- Follow up with attendees
- Troubleshoot any issues



BEFORE THE EVENT:

HOW TO REGISTER

Step 1: Get Logged In

When you are assigned as a Representative for your organization's booth, you'll receive an automated email invitation from **notifications@brazen.com**. Then, just follow the instructions and login using the link provided.

If it's your first time participating in a Brazen event, you will need to set up a new password as part of your account activation process.

If you cannot find your invitation email, please check your spam folder. If you are still unable to locate it, try **resetting your password** and make sure your organization has whitelisted Brazen's IP address: 168.245.116.172.

If you still have trouble logging in, please **submit a help request**.

Step 2: Complete Your Rep Profile

You must complete your Rep Profile to participate in and chat in an event. Anything listed under your Public Profile information, including your *Job Title* and *Profile Pic*, is visible to attendees.



You can update your Rep Profile at anytime - just sign into the event and select the Profile icon in the control panel.



Tell attendees about yourself

* indicates required field

Public Profile

First Name *

Hester

Last Name *

Green

Profile Pic



CHOOSE IMAGE

Supported file types: .gif, .jpeg, .jpg, and .png

Job Title

Career Consultant

Summary

Hester is an expert in career pathing with over 15 years of experience.

Share your professional background

City

Silver Spring

State

Maryland

Country

United States

BEFORE THE EVENT:

TROUBLESHOOTING TIPS



I FORGOT MY PASSWORD

[Click here](#) to reset your password. Be sure to check your spam folder if you do not receive an email from Brazen within five minutes.



I'M NOT RECEIVING ANY EVENT EMAILS

All emails are sent from notifications@brazen.com. Check to see if they are being directed to your spam folder. Then, if needed, ask your organization's IT department to whitelist Brazen's IP address: 168.245.116.172.



HELP, I REGISTERED INCORRECTLY!

Did you accidentally register as an Attendee instead of as a Representative? Log out of the event and click the "Set Up Your Profile" or "RSVP Now" button in the assignment email you received from notifications@brazen.com.

You can always log in through the [Brazen Control Center](#) to register for any events you've been assigned to, enter live events, and view your chat history from previous events.



HOW DO I TEST MY AUDIO & VIDEO?

Run two automated tests to make sure you are prepared to participate in 1-on-1 audio or video chats, Group Video chats, or BrazenLive Video Broadcasts:

- 1) Run this [quick Brazen Service Check](#)
- 2) Run this [30-second Vonage test](#)
(Vonage powers Brazen's audio & video features)

Both tests are designed to help identify whether you have a technical issue, and if so, what kind. Follow the recommendations provided by the test results.



BRAZEN ISN'T LOADING PROPERLY

Make sure you are using the most recent version of your browser. For the best Brazen event experience, use [Chrome](#). Brazen also supports Safari, Firefox, and Edge.



I NEED MORE HELP! WHERE DO I GO?

We're here for you! Visit the [Brazen Help Center](#) to search articles or to [submit a help request](#), or sign into the Brazen Control Center to access [24/7 Live Chat Support](#) by clicking the button in the bottom left corner.

REACH OUT:

SEARCH & INVITE REGISTRANTS OR SIGNUPS



Search Registrants

Before or during the live event, if enabled, Representatives can see the names of those who have signed up, or browse profiles & resumes of those who have completed registration by clicking **Search Registrants** on the event control panel.

Search

View each registrant's answers to registration questions, as well as any documents they have uploaded, including resumes. The signup & registrant lists are updated in real-time, and a red dot appears ● on any profile pics of registrants you have yet to review.

Invite





Invite signups or registrants to visit your booth to chat during the online event. To send an email invitation, just click **Invite to Booth**. If you've been given permission, you can edit the invitation email. Invitations can be sent at any time before or during the event.


Search Registrants

Registrants Signups

-- Select Question -- is -- Select Answer -- APPLY

Filters: No filters applied

Name
 Truman White
 Marcus Grant
 Maria Randall
 Ranjani Vola



Truman White
Content Strategist
Baltimore, MD, US

[INVITE TO BOOTH](#)

Overview **Resume**

[VIEW FULL SIZE](#) [DOWNLOAD PDF](#)

Truman White
Content Strategist

EXPERIENCE

Blue Rain Productions, Austin - Content Lead
March 2017 - PRESENT

- Formed content strategy team and researched initial product content strategy
- Created and presented training materials
- Researched and evaluated learning management systems

Invite Truman to Booth

This sends the email below inviting the registrant to chat in your booth.

Invite To

Learn About LaunchHigher

To

Truman White

From

Didi Golin via LaunchHigher <notifications@brazen.com>

Subject

LaunchHigher is interested in chatting with you

Hi Truman,

After reviewing your profile I would like to invite you to chat in the "Learn About LaunchHigher" booth at the virtual event "Find Your Future (March)" starting at Tuesday, Mar 22, 02:00 PM EDT.

[CANCEL](#) [SEND](#)

REACH OUT:

SCHEDULED CHATS

Manage Schedule

Lena Faroh
Technical Writer
Seattle, WA, US

Invite to Booth

Schedule a Chat

Review registrants & send out invitations

As with *Search Registrants*, you can review signups and registrant profiles & resumes. Then, select **Schedule A Chat** to send out an email invitation for them to choose from your available time slots.

Chat Starting Now 🕒 2:40 PM - 2:55 PM

Your scheduled chat with Truman is starting now.

Truman White

CHAT NOW

Scheduled Chats are automatically facilitated 1-on-1 connections between Representatives & attendees at preset times during your event, empowering you to proactively identify top talent and ensure personalized, meaningful conversations. If Scheduled Chats are enabled for your event, click **Manage Schedule** in your control panel or **Your Schedule** in the Lobby to get started.

Manage your availability

Before sending out Scheduled Chat invitations, make sure to toggle off time slots that you will not be available during the live event.

Time slots are automatically generated based on settings determined by your event host.

Manage Schedule

Schedule Registrants Signups

Time Slots
8 open
2 total

Chat Time
15 min. duration
5 min. buffer

Time Slot	Availability
2:00 PM - 2:15 PM	Not Available
2:20 PM - 2:35 PM	Not Available
2:40 PM - 2:55 PM	Truman White
3:00 PM - 3:15 PM	Available
3:20 PM - 3:35 PM	Available

Connect seamlessly during the event

During the live online event, Brazen automatically connects you in a 1-on-1 conversation at the designated time, with a prompt to click **Chat Now** and a chime sound.

Learn even more about using Scheduled Chats [in our Help Center](#).

ENTER THE EVENT:

ONE LINK. ZERO DOWNLOADS.

Each Brazen event has its own unique URL.

Everything - the online event, your booth, and your chats - is located in a singular web-hosted experience.

You do not need to download anything else to participate.

We do recommend, however, that you close any other open programs and tabs on your device and browser during the event for a seamless experience.



I CAN'T FIND THE EVENT LINK!

No problem. Log into the Brazen Control Center at app.brazenconnect.com to view and access any ongoing, previous or upcoming events you have been assigned to.



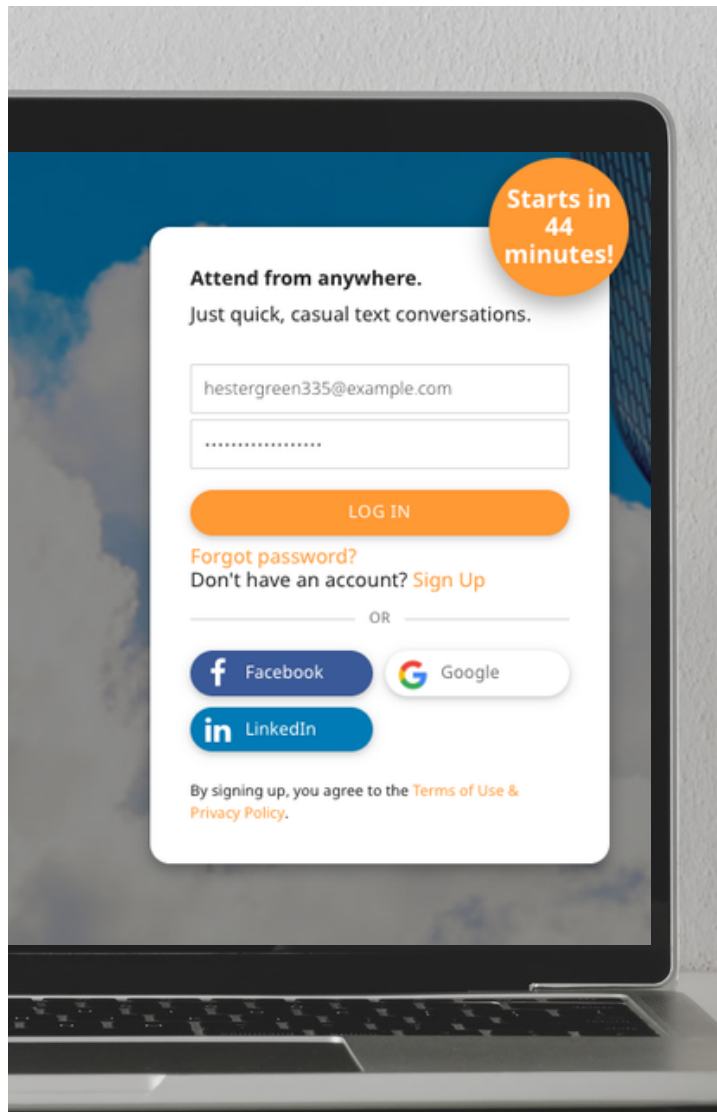
HOW DO I KNOW I'M SUCCESSFULLY LOGGED IN AS A REPRESENTATIVE?

It's easy. When you log in to your event, look for your name in the top left corner of the control panel, and check that "Representative" appears underneath.



I FORGOT MY PASSWORD!

No problem. Just [reset your password](#).



KNOW YOUR WAY AROUND: THE CONTROL PANEL

You're going to get the hang of Brazen quickly. We promise.
Everything you need can be accessed through one menu.

CHAT AVAILABILITY

Toggle on your *Chat availability* so you are able to connect and chat with attendees. If you need to take a break at any time, simply toggle your availability to "Away" without leaving the event.

LOBBY

Head to the event **Lobby** to see all event content and activities, including booths and BrazenLive Broadcasts. **Look for "Your Booths" at the top of the Lobby** to quickly find the booth(s) you are assigned to.

SEARCH REGISTRANTS

If enabled for your event, you can view signups & **browse registrant profiles and resumes**, view their answers to registration questions, and encourage them to attend by **inviting them to your booth**.

HISTORY

Stay organized by accessing your chat *History*. Review all of the chats you had during or after your event and take follow-up actions, such as advancing certain candidates.

MANAGE SCHEDULE

If Scheduled Chats are enabled for your event, **Manage Schedule** lets you review registrant profiles & resumes, and then **invite them to chat with you 1-on-1 in specific time slots**.

REP PROFILE

You must complete your Rep Profile to participate, and you can edit it at any time before or during a live event.



Lisa Hayes
Representative



Chat availability (Available)



Search Booths



Search Registrants



CloudBrite Career Fair
(2022)

Date
Time

Today
2:15 PM - 8:15 PM EST



Lobby



History



Rep Profile



Edit Password



Log Out

KNOW YOUR WAY AROUND: YOUR BOOTH

Welcome to your Brazen booth! Make sure to set your *Chat availability* toggle to "Available" so you can begin chatting with attendees. And, don't forget to turn up your volume so you'll hear a chime when you are connected in a chat.

Present valuable information & convey your brand

Content Tabs showcase your organization and its needs to engage attendees exploring booths.

Chat when you're ready

Click the green *Chat* button when you're ready to start chatting with visitors to your booth.

Leverage data

These real-time insights pull key metrics to help you better manage your time and your team's strategy.

The number of attendees waiting to chat is also visible on your booth's Lobby card.

Showcase the whole team

Attendees are able to see who is staffing your booth & whether they are available or away.

KNOW YOUR WAY AROUND: TEXT CHAT

Get ready, get set, chat! If you've toggled your *Chat availability* to "Available" & clicked the green *Chat* button, you'll be automatically placed in a 1-on-1 text chat as soon as an attendee is available. It's that simple!

The screenshot displays the Brazen chat interface. On the left, a sidebar shows a list of chats under the heading "Chats". The first chat is "Learn About LaunchHig..." with 2/2 chats active. Below it, two chat cards are visible: one for "L. Faroh" at 5:59 and one for "K. Slagle" at 8:56. A red line points from the "Manage your chats" text to the search icon in the sidebar. The main chat window shows a conversation with "Lena Faroh". The chat history includes a notice at 4:46 PM, a confirmation at 4:47 PM, and a message from Bob at 4:47 PM. A message from Lena at 4:47 PM asks, "Can you tell me what interested you most about this position?". A red line points from the "Save your frequently used messages as Snippets" text to the message input area. On the right, a panel displays Lena Faroh's profile and resume. The resume is titled "Lena Faroh, Technical Writer" and includes an "EXPERIENCE" section with three entries: "Blue Box Productions, Seattle" (Contract Lead), "Merchable Inc., Austin" (Technical Writer), and "High Line U.S.E., Austin" (Contract Contributor). A red line points from the "Review resumes as you're chatting" text to the resume content.

Manage your chats

If your event has given you permission to speak to more than one attendee at a time, you can reach all of your conversations here.

Save your frequently used messages as Snippets

Save time & energy by storing any frequently used questions or answers with handy Snippets. Learn more about Snippets [in our Help Center](#).

Review resumes as you're chatting

A dedicated panel displays their resume so you can review it live while chatting with the attendee, or easily download it.

KNOW YOUR WAY AROUND: VIDEO & AUDIO CHAT

At Brazen, we take connection seriously. If you are assigned to a Text, Video & Audio Chat booth, you can easily transition your text chats into video and/or audio chats with the click of a button.

The screenshot shows a video call window on the left with Sandra Zane. Below it is a chat history for 'Today' with messages from Sandra and Hester. On the right, Sandra Zane's profile is visible, including her name, title 'Content Designer', location 'Chicago, IL, US', and a red 'END CHAT' button. Below the profile are sections for 'Personal Profile' and 'Resume'.

Personal Profile

- LinkedIn Profile URL: <https://www.linkedin.com/in/profile/sandrazane>
- Are you willing to relocate?: Yes
- Highest Education Level: Bachelor's Degree
- What types of positions are you looking for?: Content Manager
- Date Available: 9/1/21

Resume

Sandra Zane
Content Designer

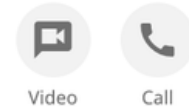
EXPERIENCE

Blue Rain Productions, Austin - Content Lead
March 2017 - Present

- Formed content strategy team and researched initial product content strategy
- Created and presented training materials
- Researched and evaluated learning management system

Pick the way you want to connect

Once you're connected in a text chat, you'll see a *Video* icon as well as a *Call* icon below the attendee's profile photo.



Click an icon, confirm your selection, and the invitation to transition the chat is sent to the attendee. If they accept your invitation, the video or audio chat begins automatically.

Are you ready to **START** your **video chat**?

This will enable your camera & microphone and prompt this participant to do the same.

CANCEL

START

KNOW YOUR WAY AROUND: RATE YOUR CHAT

After your chat, **it's important to choose a rating and write notes.** A rating is required in order for you to enter your next chat, and helps you easily identify top candidates and quickly follow up with them after the event.

Identify the next step

After your chat ends, use *Next Steps* to privately rate the candidate and determine whether to proceed further with them.

Your event host, however, may decide to use a 5 star rating scale instead for rating your chats.

Write clear notes

Be sure to write detailed notes about their interests, skill sets, and availability.

Your chat with Lena Faroh has ended

How would you like to proceed with **Lena**?
You can review and make changes after the event.

Notes
Add notes for your own record keeping.
The notes will only be visible to you.

I think Lena's technical writing and web developer background is perfect for our Content Design role. She is available immediately.

Chat again in Learn About LaunchHigher

Prevent Lena Faroh from chatting again in this booth

FINISHED **FOLLOW UP** ▾

Interview
Move forward

Screen
Screen further

Pipeline
Consider for future

Not a fit
No action needed

(N/A) Did not chat
No basis for rating

KNOW YOUR WAY AROUND: HAND OFF ATTENDEES

Rep Handoff, if enabled for your event, lets you pass an attendee to other Representatives within your specific chat booth, or if permitted, other booths. This is great to use for exceptional candidates that will benefit from speaking with multiple people at your organization, or to get other opinions.

1. Handoff an attendee

To hand off an attendee you've finished chatting with to one or more fellow Representatives, on the **Chat Ratings** page, check *Handoff [attendee name] to another Rep?*

Handoff Lena Faroh to another Rep?

3. Easily manage your chat settings

You can also manage your own chat settings, and can choose to only accept handed off chats without being matched in standard booth chats.

This is particularly helpful for hiring managers who would only like to accept chats with candidates who have been pre-screened for them by other Representatives.

2. Choose your colleagues

After you select which of your colleagues you'd like to pass the attendee to, you may leave a *Handoff Note* that is only shown to those selected Representatives.

Please select the type of chats you want to receive:

Only handed off chats

All chats

CANCEL

CHAT

You've been invited to chat!

Hester Green in "Learn About LaunchHigher" recommended that you meet with one of the following Reps in "Benefits at LaunchHigher".

Bob Gray

Truman White

Rep Handoff

Who should Lena Faroh chat with next?

Please select the Representative(s). The first available one will be paired with this attendee for a chat connection.

Booth:

Benefits at LaunchHigher

Reps currently in line for chats

Bob Gray

Reps not currently in line for chats

No Reps Found

Reps offline

Truman White

Handoff note

Leave an optional note for the next Rep. This will not be visible to Lena Faroh.

CANCEL

CONTINUE

4. Streamlined invitations & chats

The handed off attendee, if they accept the new chat invitations, is placed in designated Representatives chat queues prioritized above any regular chats within that booth, and is automatically connected as soon as a colleague is available.

AFTER THE EVENT:

KEEP THE CONVERSATION GOING

Once the event is over, review all of your chats and **follow up quickly** with top candidates while the conversations are still fresh in your mind.

Keep track of your connections

See all of your conversations, as well as attendee resumes and full chat transcripts, all in one place. You can access your chat **History** from the control panel for up to six months after the event.

History

2 total chats with 2 people

Name	Next Step	Final Thought
Lena Faroh	Interview	Unread
Truman White	Screen	Read

Take action!
Follow-up actions include sending an email, forwarding their information to a colleague, or scheduling a follow up conversation by sharing a link to your public or third-party calendar.

Final Thought

Lena Faroh at 4:01 PM

It was great speaking to you about the Content Design role Bob! I look forward to hearing more about LaunchHigher and speaking to you again soon.

[VIEW TRANSCRIPT](#)

Review final thoughts

After a chat ends, you may receive an additional "final thought" message from the attendee you spoke with. This lets them restate their interest or tie up any loose ends from your conversation.

If you receive one, a pop up notifier will appear in the bottom right corner of your screen. A counter on the control panel shows how many unread messages you have.

DIVE IN, BRUSH UP & GET INSPIRED:

LEARN WHAT YOU WANT, WHEN YOU WANT


brazenU makes it easy for both new & seasoned Representatives to learn how to use our suite of hiring and engagement solutions, so you or organizations you work with can tap into new candidate pools, engage with candidates at scale, and make more hires - all while reducing time to fill.



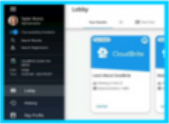
Representatives

Register & login to your event, search, chat & follow up with attendees, and learn about special features like Scheduled Chat, Group Video & BrazenLive Broadcasts

Register




Learn at your own pace
Register for the entire Representatives learning path to get an overview of the basics, Scheduled Chats, Group Video, and BrazenLive Video Broadcasts & to download a certificate.



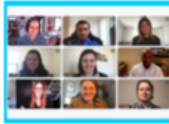
Get Started with Brazen
 How to register for & login to Brazen events and search & chat with attendees

28 min




Managing Scheduled Chats
 Connect with top talent at specific times during your event

15 min



Group Video & BrazenLive Video Broadcasts
 How to host & manage Group Video sessions and host or present in BrazenLive Video Broadcasts

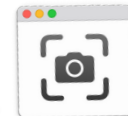
18 min



Brazen Representative Certificate
 Get your certificate of completion!

Multimedia lessons & resources

Courses are divided into easily digestible modules, and include both in-depth and quick tip video lessons, step-by-step instructions with screenshots, best practices, downloadable PDF guides and checklists, and links to inspiring further resources.



Get started quickly

Or, for a quick jump start, register for just the 'Get Started with Brazen' course by clicking on its tile.