

# Work Network

REAL EMPLOYEES. REAL OPPORTUNITIES.

## MODERNIZING RECRUITMENT

### LIVE Career Meetups

- More than just recruitment; it's a blend of storytelling, live streaming, and personalized video marketing to attract top talent. It leverages your most valuable asset - your employee - to highlight opportunities within your organization.
- Imagine a 10-minute video interview with your team members sharing their journeys and experiences. Enhanced with visuals of their work environment, it provides an authentic glimpse into daily life at your company.
- These videos become the focal point of a live-streamed event on the Work Network Channel. This event showcases your company's unique opportunities and uses real-time engagement to connect with prospective talent.
- We stand out by creating customized marketing plans for each job opportunity. Beyond using our job seeker database and social media, we provide you and your employee with tools and resources to spread the word. Together, we create a ripple effect to attract the right people to your team.

### YOUR BENEFITS



FIND THE RIGHT  
EMPLOYEES



COST EFFECTIVE  
MARKETING



TIMELY AND  
ON-DEMAND  
SERVICE

[worknetwork.ca](http://worknetwork.ca)



## WEEK 1

### EMPLOYEE SELECTION

- Identify the ideal employee(s) profile(s)
- Select the employee(s)
- Pre-interview and schedule



## WEEK 2

### VIDEO PRODUCTION

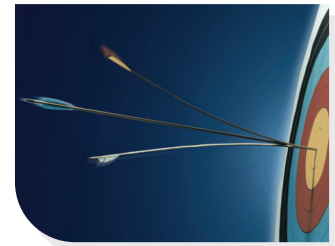
- Visual B-roll
- Interview(s) with employee(s)
- Promo video



## WEEK 3

### PRE-LIVE MARKETING

- Work Network's promotion
- Your company networks
- Your employee's networks



## WEEK 4

### LIVE

- Playback the interview(s)
- Meeting room on our broadcast platform
- Real-time interaction



## WEEKS 5 & 6

### POST LIVE MARKETING

- On-demand video of the interview(s)
- Work Network, job seekers and social media
- Your company and employees' networks

