



How Careers NZ got more engagement for less effort.



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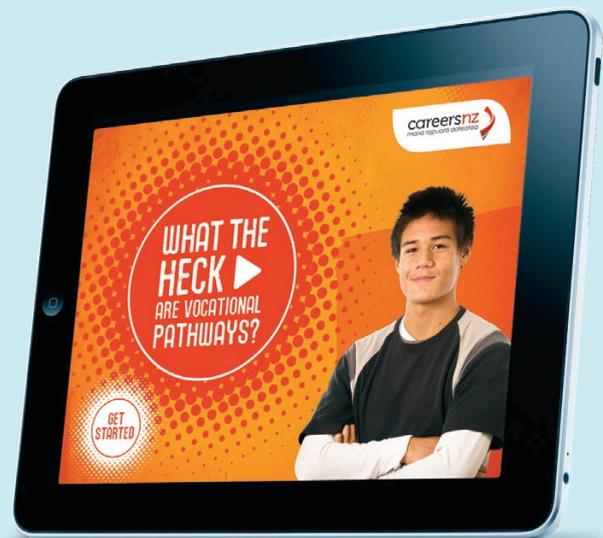
Users get information for themselves, at their own pace, enabling staff to focus on personal interactions - with visible results.

How do you make the most of your presence at a trade show? After investing in booth space, personnel training, and promotional collateral, your organization expects to see an impact.

More so, when you're in the public sector, like Careers NZ (CNZ), a government agency that supports New Zealand youth to make smart career choices with online self-help resources.

"Historically, CNZ consultants would approach students, field their questions, offer quick pieces of advice, and point them toward our online resources," recalls Wendy Goldswain – Marketing and Communications Manager of CNZ. "Then, it would be up to the youth to use CNZ's website."

For 2013, CNZ wanted to make its career expo stand more interactive, free personnel to have more interactions with students, and clearly define the traffic it was sending to its online resources.



So They Chose Showcase.

"Because our stand was mostly unmanned, we needed to set our iPads up so that the users could not leave Showcase or misuse the Internet connection," explains Goldswain. "Showcase's kiosk mode fit our needs perfectly."

By securing the iPads with trade show stands that covered the home button, and keeping a designated Showcase presentation locked in kiosk mode, students could engage directly with CNZ's targeted self-help resources at their own pace. CNZ personnel could then focus their attention on more personal interactions.

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“Before, our Career Consultants would have to approach students,” recalls Goldswain. “With Showcase, the students were much more self-managed, which is what we wanted.”



More Interaction. More Traffic.

“We had more people using the Skills Matcher tool on our website than we had in previous years when it was just available on a computer,” comments Daniel Webster, CNZ’s Website Content Developer.

When the student had finished with the Skills Matcher, or left the CNZ booth, a Career Consultant could return the iPad to the presentation’s home screen in a single touch, readying it for the next student.

“Our volunteers learned how to navigate Showcase quickly. It was much easier than introducing them to the entire CNZ website,” says Webster.

“We are just using Showcase for a series of Career Expos throughout 2013,” says Goldswain. “Now that we’ve seen what it can do, we can think of a range of other ways we could use it, including giving it to our Careers Consultants, or in unmanned environments like traveling road shows.”

“Showcase gave us the ability to focus the user’s attention and guide her/his experience in a way that we couldn’t do if they were going directly to our website.”

- Wendy Goldswain

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