

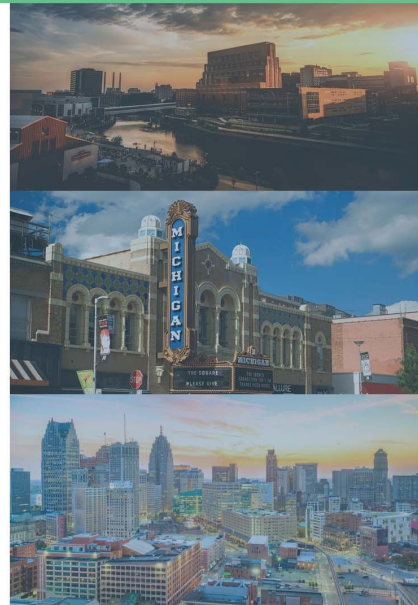
# Event Report

Event powered by 9 community organizations

Platform provided by Michigan Labor and Economic Opportunity's Office of Employment & Training

Event sponsored by Consumers Energy and the Michigan Economic Development Corporation

[www.backtomichigan.com](http://www.backtomichigan.com)



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## Summary

### • Description of the Event

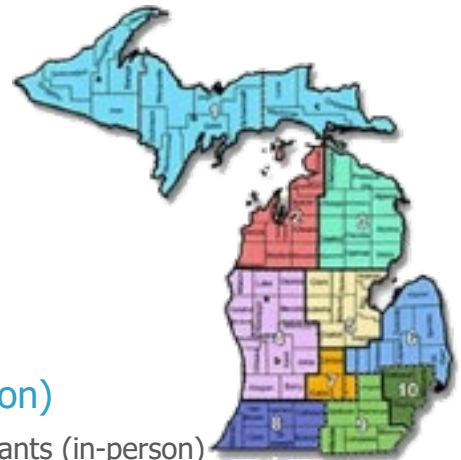
Thanksgiving weekend is a popular time for former Michiganders to travel “home” for the holiday. In 2012, Hello West Michigan and The Right Place hosted the first Thanksgiving event in Grand Rapids for Michigan boomerangs. Since then, other regions have adopted the event model and ReThink West Michigan has been recognized as a best practice by the International Economic Development Council.

Now, all around the state, communities host networking events for former Michiganders during the Thanksgiving weekend to introduce them to local employers and explore what relocation to the Mitten State could look like. Many of these events have become Thanksgiving traditions in our communities over the last 9 years and have resulted in many hires.

Six regions hosted Back To Michigan, a series of virtual and in-person networking events where people interested in relocating to Michigan can speak directly with hiring employers. By combining the separate event brands under one umbrella, our promotional and outreach efforts were synergized. Michigan Labor and Economic Opportunity’s Office of Employment and Training (LEO E&T) provided the virtual platform. Consumers Energy and the Michigan Economic Development Corporation were the Supporting State-Wide sponsors of the program.

### • Participating Regions and Host Organizations

- Region 2: TCNewTech & Traverse Connect
- Region 3: MiWorks! NE Consortium & MiWorks! Region 7B
- Region 4: Hello West Michigan & The Right Place
- Region 7: Lansing 5:01
- Region 9: Ann Arbor Spark
- Region 10: Detroit Regional Chamber



### • Registrant Numbers for 7 Events (virtual & in-person)

- Region 2: 76 registrants and 16% out-of-area registrants (in-person)
- Region 3: 11 registrants and 75% out-of-area registrants (virtual)
- Region 4: 128 registrants and 47% out-of-area registrants (virtual)
- Region 7: 72 registrants and 29% out-of-area registrants (virtual)
- Region 7: 20 registrants and 10% out-of-area registrants (in-person)
- Region 9: 172 registrants and 45% out-of-area registrants (virtual)
- Region 10: 143 registrants and 40% out-of-area registrants (virtual)

Total for all 7 events: 622 registrants with 36% registrants from outside of the region of the event registered for.

- **Marketing Highlights**

- \$10,000 was raised through sponsorship from Consumers Energy and the Michigan Economic Development Corporation and spent on the national marketing campaign.
- 590,587 million advertising impressions served in the national campaign.
- Each event location conducted their own marketing in addition to the national campaign.
- 16 media stories
- Marketing generated interested candidates who did a partial sign up, which means each event location owns additional email addresses of candidates interested in Michigan.

## Outcomes

- 
- 100+ companies gained access to a new pool of candidates.
- Host organizations own contact information for nearly 800 people interested in Michigan.
- Positive feedback from candidate surveys:
  - "I liked meeting the decision makers in HR."
  - "I liked the speed-dating aspect."
  - "I liked the wide range of companies participating"
  - "I liked that I could simultaneously "stand" in line to engage with more than one company at a time. In real life, this would never have been possible."
  - "I liked talking to real people about job openings and what they're looking for."
  - "The virtual platform (Brazen) was great! It allowed me to connect with many employers within a short amount of time. It also saved me 5 hours of drive time!"
  - "I liked the ability to have one-on-one, intimate conversations. And the ability to engage on my time, regrouping and gathering thoughts before entering another chat."
  - "I liked the ability to network, even during the pandemic. The ability to network from the comfort of my home. The ability to network with so many great companies all at once. The ability to have video chats, etc."
- New channels of communication opened for collaboration between regions and State of Michigan.
- As of January 5, 2022 the events have resulted in at least one known hire from a recent Michigan State University graduate who attended the ReThink West Michigan event.
- We expect additional reported hires in the coming months.

- **Summary**

Back To Michigan marketing is a combination of collaborative promotion, paid advertising campaigns, and media coverage. A sub-committee from the Back To Michigan host organizations was responsible for the paid campaign. Hello West Michigan conducted collaborative promotion with the state, colleges, and regional agencies, and coordinated media coverage with LEO. Location hosts were responsible for local collaborative promotion and local media. Locations hosts had the option to do local paid marketing.

- **Web Analytics**

### **Overall Traffic to back2michigan.com**

Metrics taken from Oct 1 – December 8, 2021

- Note: This doesn't take into account traffic from host organization pages that linked directly to their own events.
- 10,866 users
- Site visits from 49 states
- Top users from: Michigan, Illinois, Kansas, Pennsylvania, and Ohio

### **Geography for backtomichigan.com**

Top states:

- Michigan – 316 users (50.16%)
- Illinois – 25 users (3.97%)
- Kansas – 23 users (3.65%)
- Pennsylvania – 23 users (3.65%)
- Ohio – 20 users (3.17%)
- California – 17 (2.7%)
- Virginia – 14 (2.22%)
- Texas – 12 (1.9%)

### **Traffic Sources to backtomichigan.com**

- Paid Search (Google CPC) – 47.95%
- Paid Other – 31.67%
- Direct – 9.57%
- Organic Social – 7.17%
- Email – 1.18%
- Organic Search – 1.04%
- Social Media – 7%
  - Facebook – 14%
  - LinkedIn – 5%
  - Twitter – 3.8%

- Referral – 95%
- Other – 53%
  - Local IQ (paid campaign) – 42%
  - State of Michigan – 4.1%
  - Grand Rapids Participating Companies – 2.1%
  - Chamber and Partners – 2.1%

### **Referral Source on Registration (self-reported)**

**Note:** these sources are self-reported on the registration form, which means they may be misattributed. A registrant may report they heard about the event on social media, but in actuality, it was a paid social media post from the paid campaign. Or the registrant may have heard about the event from a family member, but the family member heard about it on the news.

- Advertisement – 4%
- Family member – 18%
- Host organization – 21%
- News media – 7%
- Participating company – 4%
- Social media – 25%
- Other – 20%
- 

### • Collaborative Promotion

“Collaborative promotion” is not paid for like an advertising campaign, but communication sent on our behalf, organized, and arranged through our network of relationships.

Colleges and statewide organizations were given the url [backtomichigan.com](http://backtomichigan.com) to promote. This is a website Hello West Michigan and The Right Place created that promoted all of the employer events happening around the state.

- All Michigan community colleges, colleges, & universities
- Michigan Department of Labor and Economic Opportunity’s Office of Employment and Training and state agencies
- All Michigan Works! Offices
- Michigan Rehabilitation Services
- Bureau of Services for Blind Persons
- All host organizations’ social media channels
- Participating companies’ application tracking systems and social media
- Local media
- MEDC
- Michigan Small Business Development Centers
- HWM Member companies
- Non-member companies

- All West Michigan community colleges, universities, and colleges
- RPI Municipal Partners
- Urban Mayors and Managers
- Michigan Agri-Business Association
- Michigan Township Association
- Michigan Auto
- MDOT
- Farm Bureau
- Founders Brewing Co.
- Michigan House
- West Coast Chamber
- Ferris State Business Department
- WM Hispanic Chamber
- Statewide Social Media Director and Digital Content Admin
- GRAR
- Kent County
- Michigan Realtors
- VFJ Committee
- Region Veteran Action Committee
- Michigan Rehab Services
- Bureau of Services for the Blind
- Veteran's Affairs
- T2C Studio
- Skytron
- Downtown Grand Rapids Inc
- City of Grand Rapids Economic Development
- GR Chamber
- West Michigan Woman
- Michigan West Coast Chamber of Commerce
- GVSU Career Center
- GVSU Alumni Association
- GVSU Human Resources
- I Heart Grand Rapids
- WOOD Radio
- Michigan Talent
- Traverse City - North Coast Homecoming:
- 7&4/UpNorthLive
- 9&10
- Interlochen Public Radio

- WTCM
- Blarney Stone Broadcasting
- Traverse City Record-Eagle
- Northern Express
- Traverse City Business News & Ticker
- Destination Ann Arbor
- Concentrate Media
- Cahoots
- Amy Cell Talent
- Newsbreak
- ID Ventures
- HappeningNext.com
- Parkbench.com
- Capital Area Michigan Works
- Downtown Lansing, Inc.
- Fox 47 News
- Lansing Chamber
- Lansing Economic Development Corporation
- Greater Lansing CVB
- Lansing State Journal
- Lansing City Pulse
- 

- **Paid Campaign**

\$10,000 was spent on a paid advertising campaign. The campaign drove traffic to [backtomichigan.com](http://backtomichigan.com) to benefit all 7 events. Our state-wide sponsors, Consumers Energy and the MEDC, made the paid campaign possible.

### **Email Campaign**

Targeting for this campaign is detailed below. A query of the LocalIQ database included the followed criteria to pull email addresses for the email campaign. Facebook ad and display targeting were then based on the email addresses pulled.

- Targeting
  - Job seekers in the following categories
 

Accounting	Heath & Medical
Administrative	IT
Clerical	Legal
Career Consulting	Marketing
Education	Public Sector
Executive & Management	Resume & Portfolios
roles	Sales
Finance	Technical jobs
Government	



- o Geographies

Arlington, VA  
 Atlanta, GA  
 Austin, TX  
 Baltimore, MD  
 Baton Rouge, LA  
 Binghamton, NY  
 Birmingham, AL  
 Bloomington, IN  
 Boston, MA  
 Boulder, CO  
 Buffalo, NY  
 Charleston, SC  
 Charlotte, NC  
 Chicago, IL  
 Cincinnati, OH

Cleveland OH  
 Columbus, OH  
 Dallas, TX  
 Denver, CO  
 Fort Wayne, IN  
 Greenville, SC  
 Houston, TX  
 Indianapolis, IN  
 Jackson, MS  
 Kansas City, MO  
 Kokomo, IN  
 Las Vegas, NV  
 Lexington, KY  
 Los Angeles, CA  
 Madison, WI

Miami, FL  
 Minneapolis, MN  
 New Orleans, LA  
 New York, NY  
 Newark, NJ  
 Orlando, FL  
 Philadelphia, PA  
 Phoenix, AZ  
 Pittsburgh, PA  
 Portland, OR  
 Raleigh, NC  
 Riverside, CA  
 Sacramento, CA

- Email Blast

- o Impressions: 590,587
- o Clicks: 4,976
- o Click-thru rate: .84% (industry average is .46%)
- o Cost per click: \$0.41 (industry average is \$0.63)

- Google Display

- o 735,000 impressions
- o 7,040 clicks
- o Conversions: 105 (people clicking the register button)
- o Conversion rate: 1.43% (platform average is 0.77%)
- o 0.96% click through rate (platform average is 0.46%)



**Looking for your next career?**

Look no further than the Great Lakes state! Michigan has a broad range of opportunities for job seekers and we are ready to show you everything the state has to offer during Back to Michigan.

There are more than 50 companies participating in *Back to Michigan* with opportunities in IT, engineering, finance, advanced manufacturing, healthcare, art and design, professional services, government, hospitality, and more.

*Back to Michigan* is a series of virtual networking events where people interested in relocating to Michigan, and current residents who are unemployed, will be able to speak directly with hiring employers.

Originally conceived to present career opportunities to people visiting Michigan for Thanksgiving, this year you can be anywhere in the world and experience the state's thriving job market.

**SEE HOW IT WORKS:**



[REGISTER NOW](#)

- **Media Stories**

16 media stories

- Nov 1 Broadcast – [WGVU Morning Show](#)
- Nov 3 Digital – [Corp! Magazine](#)
- Nov 5 Digital – [Grand Rapids Business Journal](#)
- Nov 9 Digital - [MiBiz](#)
- Nov 9 Digital – [WKTV Journal](#)
- Nov 5 Digital – [North Coast Homecoming On The Calendar: The Ticker](#)
- Nov 17 Print – [The Record Eagle](#)
- Nov 23 Broadcast – [WTCM Newstalk 580 / Ron Jolly Show](#)
- Nov 25 Broadcast and Digital – [9 & 10 News](#)
- Nov 17 Digital - [Concentrate](#)
- Nov 17 Digital – [Title Press](#)
- Nov 18 Digital – [ExBulletin](#)
- Nov 18 Digital – [Ultima Ascension](#)
- Nov 18 Digital – [Click on Detroit](#)
- Nov 18 Digital - [Bupox](#)
- Nov 18 Digital – [Ann Arbor SPARK](#)
- 

There were many other mentions of the event in newsletters, social media channels, and other outlets—too many to name here. But below is a highlight of a few high-profile, first-time mentions.

- Michigan Awesome (apparel company)
- @migov
- State of Michigan’s LinkedIn
- State of Michigan’s Facebook
- U.S. Representative Peter Meijer’s Facebook
- @thewanderingmichigander on Instagram (48.2k followers)

## Snapshot of Registrants

- States Represented

35 states plus 8 international countries.

- Arizona
- California
- Colorado
- Florida
- Georgia
- Illinois
- Indiana
- Kansas
- Kentucky
- Massachusetts
- Maryland
- Michigan
- Missouri
- Mississippi
- North Carolina
- New Jersey
- New Mexico
- New York
- Ohio
- Oregon
- Pennsylvania
- Texas
- Virginia
- Washington
- Wisconsin
- Brazil
- Canada
- Costa Rica
- India
- Germany
- Ghana

## • Colleges Represented

Registrants represented over 136 different colleges. For a full listing, see Appendix A posted on [www.backtomichigan.com](http://www.backtomichigan.com). Below is a listing of Michigan colleges represented by registrants.

- Albion College – 1
- Andrews University – 1
- Aquinas College – 6
- Baker College – 3
- Calvin University – 12
- Central Michigan University – 5
- Cleary University – 1
- College of Creative Studies – 1
- Cornerstone University – 4
- Davenport University – 2
- Eastern Michigan University – 14
- Ferris State University – 1
- Grand Rapids Community College – 4
- Grand Valley State University – 10
- Hillsdale College – 2
- Hope College – 2
- Kalamazoo College – 2
- Kettering University – 1
- Kuyper College – 1
- Lake Michigan College – 1
- Lake Superior State University – 1
- Lansing Community College – 2
- Madonna University – 2
- Michigan State University – 39
- Michigan Technological University – 7
- Northern Michigan University – 1
- Northwestern Michigan University – 4
- Northwood University – 2
- Oakland University – 2
- Olivet College – 2
- Siena Heights University – 3
- Spring Arbor University – 1
- University of Michigan – 86
- Washtenaw Community College – 7
- Wayne State University – 11
- Western Michigan University – 14

- Job Field

- IT – 105
- Management – 90
- Engineering – 89
- Business – 82
- Consulting – 76
- Marketing – 60
- Healthcare – 59
- Non-profit – 55
- Government – 46
- Education – 42
- Entrepreneurship – 42
- Automotive – 41
- Accounting & Finance – 39
- Supply Chain – 39
- Manufacturing – 38
- Customer Service – 37
- Human Resources – 35
- Sales – 35
- Design – 33
- Biotech – 28
- Media & Entertainment – 27
- Professional Services – 27
- Food Industry – 25
- Career & Life Coaching – 24
- Public Relations – 22
- Freelance – 21
- Telecommunications – 18
- International Affairs – 17
- Pharmaceuticals – 17
- Banking – 16
- Quality Control – 14
- Hospitality – 13
- Real Estate – 13
- Insurance – 12
- Legal – 11
- Theatre & Arts – 9
- Student – 7
- Architecture & Interiors – 6
- Journalism – 6
- Military – 2

- Years of Experience

- Less than 1 year – 19.28%
- 2 – 3 years – 13.24%
- 4 – 6 years – 12.75%
- 7 – 10 years – 14.87%
- 11+ years – 39.87%

## Region 2 – Northwest Lower Peninsula Location Details (in-person)

- Location Host



TCNewTech



- Participating Companies

- Beckett & Raeder, Inc.
- Black Star Farms
- Britten, Inc.
- Commongrounds Cooperative
- Dean Transportation
- NavigationHR
- Northwest Michigan Works!
- Munson Healthcare
- QMAP, LLC
- Upbound Staffing LLC
- TentCraft
- Traverse Connect
- TCNewTech
- 20Fathoms

### Event numbers

- 76 registered
- 50 attended

Note: for each event, we break down the location information for both registrants and attendees. Many no-shows are still viable, out of area candidates who have an interest in Michigan, so we make sure that they are counted.

### Analysis of registrants who provided location information

- Of the 73 candidates with information...
  - 7 were from Michigan (outside of Region 2)
  - 5 were out-of-state
- ...Equals 12 out of area registrants, or 16% of registrants were out of area

### Analysis of attendees who provided location information (removes no-shows)

- Of the 48 that attended with information...
  - 5 were from Michigan (outside of Region 2)
  - 4 were out of state
- ...Equals 9 out of area attendees, or 19% of attendees were out of area

## Region 3 – Northeast Lower Peninsula Location Details (virtual)

- Location Host



- Participating Companies

- Consumers Energy
- ADJ Forest Products
- Employment Services, Inc.
- Michigan Works Northeast Consortium and Region 7B
- Michigan Rehabilitation Services
- Northwood University
- StarCutter/Tawas Tools
- Wellspring Lutheran Services

- Attendance Breakdowns

### Event numbers

- 17 sign ups (partially registered)
- 4 attended
- 8 total chats

Note: for each event, we break down the location information for both registrants and attendees. Many no-shows are still viable, out of area candidates who have an interest in Michigan, so we make sure that they are counted.

### Analysis of all registrants who provided location information

- Of the 12 registrants with information...
- 7 were from Michigan (outside of Region 3)
- 2 were international

...Equals 9 out of area registrants, or 75% of registrants were out of area

### Analysis of attendees who provided location information (removes no-shows)

- Of the 4 that attended with information...
- 1 were from Michigan (outside of Region 3)
- 1 were international

...Equals 2 out of area attendees, or 50% of attendees were out of area

## Region 4 – West Michigan Location Details (virtual)

- Location Host



- Participating Companies

- Consumers Energy
- Spectrum Health
- West Michigan Works!
- Consumers Credit Union
- County of Muskegon
- Gen3 Defense and Aerospace
- Gerber Life Insurance
- Micron Manufacturing Company
- Open Systems Technologies (OST)
- Padnos
- Perrigo
- Peterson Farms
- Progressive AE
- Rocket Mortgage
- SpartanNash
- Specialized Recruiting Group
- State of Michigan Civil Service Commission
- Steelcase
- UFP Industries, LLC

- Attendance Breakdowns

### Event numbers

- 159 signs ups (partially registered)
- 128 fully registered
- 80 attended
- 247 chats

Note: for each event, we break down the location information for registrants and attendees. Many no-shows are still viable, out of area candidates who have an interest in Michigan (included below).

### Analysis of registrants who provided location information

- Of the 118 candidates with information...
- 20 were from Michigan (outside of Region 4)
- 35 were out-of-state

...Equals 55 out of area registrants, or 47% of registrants were out of area

### Analysis of attendees who provided location information (removes no-shows)

- Of the 74 that attended with information...
- 14 were from Michigan (outside of Region 4)
- 20 were out of state

...Equals 34 out of area attendees, or 46% of attendees were out of area



## Region 7 Lansing Location Details (virtual)

- Location Host

LANSING 5:01

- Participating Companies

- Autokinitin
- Auto-Owners Insurance
- Capital Area Michigan Works!
- Delta Dental
- Dewpoint
- Downtown Lansing
- George F. Eyde Family
- Jackson National
- Lansing Board of Water & Light
- Lansing Lugnuts
- LEAP
- Michigan Department of Corrections
- Michigan Farm Bureau Family of Companies
- Michigan State University
- MSU Federal Credit Union
- Neogen Corporation
- Niowave, Inc.
- Sparrow Health
- State of Michigan (CSC)
- TechSmith
- 

- Attendance Breakdowns

### Event numbers

- 89 signs ups (partially registered)
- 72 fully registered
- 53 attendees
- 72 chats

Note: for each event, we break down the location information for both registrants and attendees. Many no-shows are still viable, out of area candidates who have an interest in Michigan, so we make sure that they are counted.

### Analysis of all registrants who provided location information

- Of the 63 candidates with information...
- 14 were from Michigan (outside of Region 7)
- 3 were out-of-state
- 1 was international

...Equals 18 out of area registrants, or 29% of registrants were out of area

### Analysis of attendees who provided location information (removes no-shows)

- Of the 46 that attended with information...
- 10 were from Michigan (outside of Region 7)
- 1 were international

...Equals 11 out of area attendees, or 24% of attendees were out of area

## Region 7 Lansing Location Details (in-person)

- Location Host

L A N S I N G 5:01 

- Participating Companies

- Autokinitin
- Accident Fund / AF Group
- Downtown Lansing
- Eaton RESA
- Gillespie Group
- Jackson National
- Lansing Lugnuts
- LEAP
- Michigan State University
- Michigan Department of Corrections
- MSU Federal Credit Union
- Neogen Corporation
- Niowave, Inc.
- Sparrow Health

- Attendance Breakdowns

### Event numbers

- 38 fully registered

Note: for each event, we break down the location information for both registrants and attendees. Many no-shows are still viable, out of area candidates who have an interest in Michigan, so we make sure that they are counted. We did not track attendance/no-shows for this in-person event; only the registration numbers are reflected below.

### Analysis of all registrants who provided location information

- Of the 20 candidates with information...
- 4 were from Michigan (outside of Region 7)  
...Equals 4 out of area registrants, or 20% of registrants were out of area

## Region 9 – Ann Arbor Location Details

- Location Host



- Participating Companies

- Consumers Energy
- AdAdapted
- Amy Cell Talent
- Deepgram
- Digital Summer Clinic
- Ford Motor Company
- Groundspeed Analytics
- IOSiX
- KLA
- May Mobility
- Mcity
- NetWorks Group
- RXA
- Shoptelligence
- Stout Systems
- Torrent Consulting
- UMCU
- Workit Health
- Ann Arbor SPARK
- MI STEM Forward

- Attendance Breakdowns

### **Event numbers**

- 219 signs ups (partially registered)
- 172 fully registered
- 86 attendees
- 243 chats

Note: for each event, we break down the location information for both registrants and attendees. Many no-shows are still viable, out of area candidates who have an interest in Michigan, so we make sure that they are counted.

### **Analysis of all registrants who provided location information**

- Of the 158 candidates with information...
  - 60 were from Michigan (outside of Region 9)
  - 15 were out-of-state
  - 2 were international
- ...Equals 77 out of area registrants, or 45% of registrants were out of area

### **Analysis of attendees who provided location information (removes no-shows)**

- Of the 81 that attended with information...
  - 25 were from Michigan (outside of Region 9)
  - 9 were out of state
  - 2 were international
- ...Equals 36 out of area attendees, or 44% of attendees were out of area

## Region 10 – Detroit Location Details

- Location Host



- Participating Companies

- Consumers Energy
- Adient
- Aludyne
- Bollinger
- Bosch
- Brose
- Cooper Standard
- Ford
- Let's Detroit
- Meritor
- Rocket Companies

- Attendance Breakdowns

**Event numbers**

- 189 signs ups (partially registered)
- 143 fully registered
- 60 attendees
- 122 chats

Note: for each event, we break down the location information for both registrants and attendees. Many no-shows are still viable, out of area candidates who have an interest in Michigan, so we make sure that they are counted.

**Analysis of all registrants who provided location information**

- Of the 122 candidates with information...
- 23 were from Michigan (outside of Region 10)
- 19 were out-of-state
- 7 were international

...Equals 49 out of area registrants, or 40% of registrants were out of area

**Analysis of attendees who provided location information (removes no-shows)**

- Of the 53 that attended with information...
- 13 were from Michigan (outside of Region 10)
- 6 were out of state
- 6 were international

...Equals 25 out of area attendees, or 47% of attendees were out of area

## Candidate Follow Up

Location hosts sent their participating companies a list of their location attendees immediately following the event.

- West Michigan's host organization facilitates additional follow up with candidates at their event, including 1-on-1 phone calls and sharing resumes in a weekly resume pack with employers.

## Recommendations for Next Year

- 
- If we continue with a hybrid event model, brainstorm more concise marketing messages about the purpose and format of available events.
- Take into consideration local events happening in each region. Is there a date/event that the boomerang event could be tied too?
- Provide registrants with a list of tips to make the most of the virtual event space.
- Engage with potential sponsors earlier and coordinate promotional efforts with them.
- Gather more "testimonials" from all regions to use in promotional materials since personal stories prove to be a good marketing tactic.
- Brainstorm a state-wide follow up process with candidates.

## Outcomes

- 
- 100+ companies gained access to a new pool of candidates.
- Host organizations own contact information for 787 people interested in Michigan.
- Positive feedback from candidate surveys:
  - "I liked meeting the decision makers in HR."
  - "This was the only job fair I've found that was looking for people with advanced degrees and years of experience, not just interns or entry level."
  - "I liked that I could simultaneously "stand" in line to engage with more than one company at a time. In real life, this would never have been possible."
  - "I loved how willing the companies were to make connections. They were all very helpful and not in a rush to finish our conversation."
  - "It was nice to be able to attend this event from home. The Brazen platform allowed for better efficiency as an event participant."
  - "Having the opportunity to speak with people in leadership roles was really helpful in learning more about the participating companies. It's not often you get a chance to speak with a company's CTO for 15 minutes."
- New channels of communication opened for collaboration between all regions and State of Michigan.
- As of January 4, 2022, the event resulted in at least 1 reported hire: a candidate living in Lansing that attended the Region 4 West Michigan event has been hired and will be relocating to West Michigan. Additionally, several attendees have been going through the interview process with participating companies.

## Contact Information

For more information about this program, reach out to the following people.

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