

RAF VIRTUAL EVENT  
**ACCESS ALL**  
AREAS

# VIRTUAL RECRUITMENT EVENT

CASE STUDY



What happens when you've got thousands of potential recruits to reach, but a global pandemic prevents you from holding a recruitment fair?

You opt for a virtual event, and recognise that whilst nothing can replace face-to-face meetings, your alternative solution isn't merely a substitute, but an upgrade in many areas.

**7,500**

Video plays on 1st night

**12,000**

Pageviews on 1st night

**+**

**“Working with the creative team at ImmersiveAV Expo enabled us to provide a truly unique experience, refining what the RAF expects from their digital products. The agility of ImmersiveAV Expo and their broad range of services, puts them in pole position to create engaging digital experiences as we transition into the ‘new normal’.”**

**Nick Doyle**  
Digital Producer, Identity



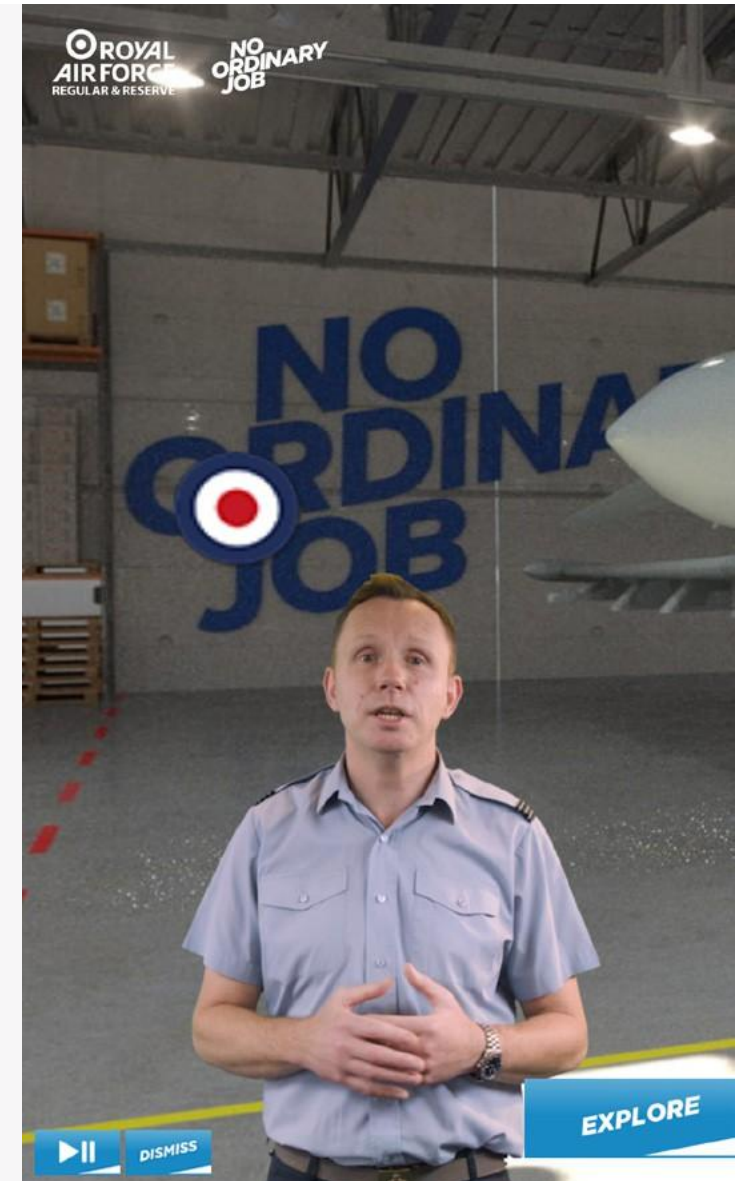




# THE CHALLENGE

Faced with the conundrum of not being to host a physical recruitment event, the RAF opted for a virtual solution from ImmersiveAV Expo and our creative content division, Voxel Studios.

The brief from our client, Identity, was to create a 3D environment with a virtual representation of everything attendees of a regular recruitment event would expect to see. Although, as is often the case with virtual, you can offer so much more than you can in reality.



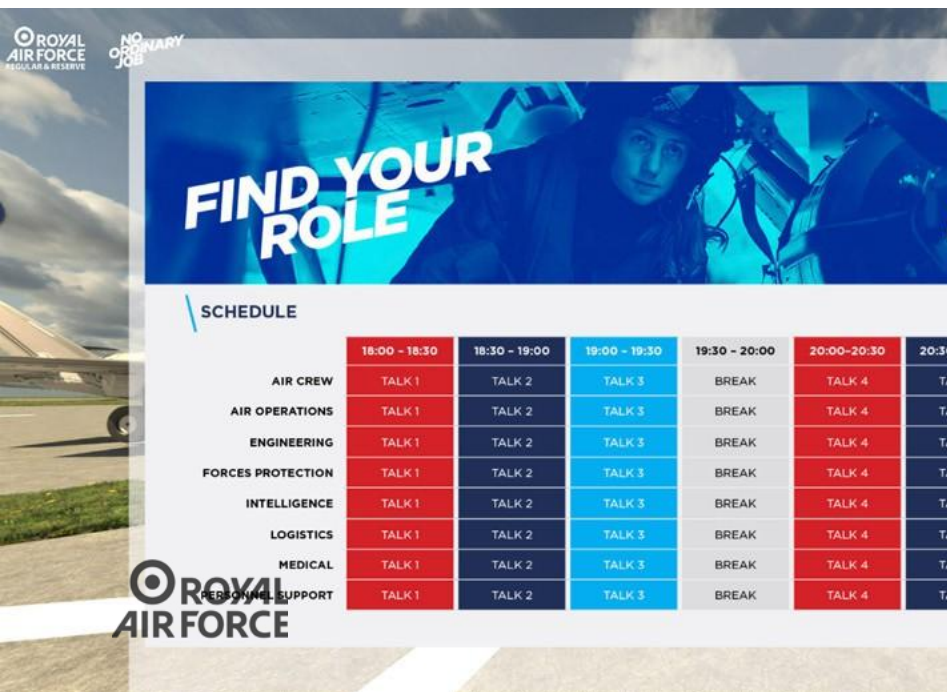
# THE SOLUTION

Working in collaboration with the RAF recruitment team, we created a multi-location virtual environment, giving potential recruits a taste of what to expect from a career in the Royal Air Force.

Visitors registered for an admission link to one of two sessions, held every Thursday night for four consecutive weeks. Users explored 10 different virtual areas and were greeted in each one by an interactive member of the RAF team, who introduced their area of specialisation. The 3D environments were lifelike and immersive, with visitors able to stroll around areas such as the airfield and medical bay in a similar way to Google Earth. Across the platform there were 113 interactive hotspots, which visitors used to access content like videos, PDF job descriptions and information about different disciplines in the RAF.







# IMPACT & RESULTS

The virtual event opened on October 29th and was a roaring success, with 564 people registering for a free ticket to the event.

Our analytics platform collected a range of insights including an average visit duration of over eight minutes and more than 12,000 page views. Out of the 564 people attending, 386 started a web chat to discuss their options further.

The platform is still live, we'll update the results when the event closes its virtual doors.

**“Since launching Voxel Studios, we’ve been doing a lot of 3D development work. When Nick and I spoke about this project, I knew we could help them achieve their goals and deliver more than the client expected. The wonderful thing about virtual events is that not only do they look stunning, but being able to report a wide range of insights is priceless.”**



**Danny Pearce**  
Commercial Director

# WHAT TO EXPECT FROM IMMERSIVEAV EXPO?

The breadth of services available from ImmersiveAV Expo, knows very few limitations. Our virtual environment and digital solutions for the RAF are a powerful example of how we can help brands reconnect with customers during these challenging times.

But, virtual events are only one string on our bow. ImmersiveAV Expo has an armoury of digital solutions, from gamification to StudioX, our nationwide network of live streaming studios.

We're still busy with physical events, installing the latest AV tech such as LED screens and experiential retail. It's not all virtual, there's still some reality!

◁ **Virtual experiences—bespoke 3D environments, with unparalleled interactivity.**

◁ **Live streaming—from green screen to XR, our StudioX network will help you connect.**

◁ **Technical production—interactive AV installations to enhance engagement.**

◁ **AV rental—our parent company has every kind of AV & IT wizardry you'll ever need.**



**“ This project is a perfect example of how we can help our clients bridge the gap caused by the pandemic. In this instance, we took a recruitment fair and made it virtual, so ‘visitors’ could interact with the RAF safely and conveniently. The same concept could be applied to a range of other events such as exhibitions, university/college tours and NHS training, amongst many, many others. Our team would be delighted to listen to your requirements and discuss a virtual solution. ”**



**Scott Holman**  
Managing Director