

CASE STUDY

# Association for Women in Science

36k

Members

100k

Professionals  
connected by  
global network

43

Volunteer-led  
chapters and affiliates  
nationwide

## YM Career Solutions

Virtual Career Fair  
Sales Support  
Marketing Services  
Job board software

AWIS first virtual career fair increases web traffic by 28%, adds 66 new members, and exceeds non-dues revenue goals by 20%.

“As an employer, it was great to meet so many candidates in a timely manner, with CVs in front of me, Really impressed with the event. Great job!”

**Recruiter,**  
Biogen

The Association for Women in Science has given women in STEM a unique place and voice within the industry. AWIS hosted their first Virtual Career Fair as an additional member benefit, to attract new potential members and partners, and generate non-dues revenue. It connected STEM professionals with top employers such as the FDA, United States Dept. of Energy, Penn State, Biogen and others.



### Summary

AWIS hosted a Virtual Career Fair creating a new opportunity for members to find a career and employers to connect with AWIS members. YM Careers provided sales & marketing support to sell employer booths while also engaging with AWIS members to register for the event.



### Challenges

Creating an effective marketing strategy to get the word out to their members about their 1st virtual event, while also attracting prospective members.



### Results

This was such a successful virtual event they decided to host a second one and continue to host bi-annually. Over 400 registered job seekers with a 58% attendance rate. Over 13 employer booths and 400+ chats between job seekers and employers.

“YM provided a dozen banners and drafted several emails targeting employers and jobseekers registered on the AWIS Career Center. They did all this so we can focus on promoting the career fair to our members as well as lapsed members and contacts in our database, and new prospects via social media. We were very pleased with the results. This is the impact we were hoping to have.”

**Shelley O’Brien,**  
Chief Marketing Officer,  
AWIS

### About Association for Women in Science

AWIS is dedicated to driving excellence in STEM by achieving equity and full participation of women in all disciplines and across all employment sectors.

1971  
FOUNDED

111  
NATIONS

80  
GRASSROOTS  
CHAPTERS



To hear from AWIS, see their marketing strategy, and see how a virtual career fair can benefit your association, watch the webinar [here](#).