

B DIGITAL

FEBRUARY 2022



"APCC" REBRANDING PROPOSAL

"ANY PERSON CAN COME"

Presented By:

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BACKGROUND: ACADEMIC RESEARCH

RESEARCHING OTHER CAREER FAIRS WILL HELP CREATE A STRONG FOUNDATIONAL BASE FOR THE APCC. COMPANIES WORK HARD TO CREATE VERY IMPRESSIVE AND IN-DEPTH CAREER CONFERENCES THAT HELP PEOPLE GET JOBS THAT BEST FIT THEM AND THEIR FUTURE EMPLOYERS. DRAWING WISDOM FROM OTHER CAREER FAIRS AND OTHER ORGANIZATIONS CAN REALLY HELP FIND NEW IDEAS AND GET THE BALL ROLLING FOR OTHER NEW IDEAS. KNOWING THE BASIC ETIQUETTE RULES FOR THESE TYPES OF EVENTS WILL AID IN CREATING A PROPER CAMPAIGN WITH ACCURATE BRAND MESSAGING.

THE BOSTON GLOBAL FORUM AND LA FORUM ARE CAREER FAIRS FOR JAPANESE AND OTHER ASIAN LANGUAGE SPEAKERS. THESE TWO CAREER FAIRS OPERATE ON A NATIONAL LEVEL WITH THE LA FORUM LOCATED IN LA AND THE BOSTON FORUM BEING LOCATED IN TOKYO. THEY FOCUS PROMOTION THROUGH WEBSITE, EMAIL MARKETING, AND SOCIAL MEDIA. THEY COLLABORATE WITH OTHER RENOWNED CORPORATIONS, SUCH AS THE UNITED NATIONS ACADEMIC IMPACT, AND INVITE SPEAKERS THAT ARE DISTINGUISHED LEADERS, SCHOLARS, ETC.



BYU EDUCATION CAREER FAIR

S:

- Specific conference
- Private schools attend
- Student based

O:

- Network with teachers around the state
- Funding advice
- Localized Content

W:

- Small Career Fair
- Website is not working.
- Not a long event.

T:

- Having multiple career fairs a semester
- Other school events
- UVU has a career fair the same day

SUU CAREER & INTERNSHIP FAIR

S:

- Technology is rising in the community
- Internship advice
- Can reach a crowd in Southern Utah, no other place can

O:

- Attracts a large crowd
- Focus on companies in southern Utah.
- Networking is easier in a small town

W:

- Career Model easily replicated
- Rising Debt if students do not show up
- Not a lot of businesses around

T:

- Dixie State Career Fair
- Small Community
- Small Budget

DUKE TECH CONNECT

S:

- A specific conference
- High quality food
- Small crowd, easier to network

O:

- Inaccessible to a large student body
- Acquisition to offer new jobs
- Content viewership

W:

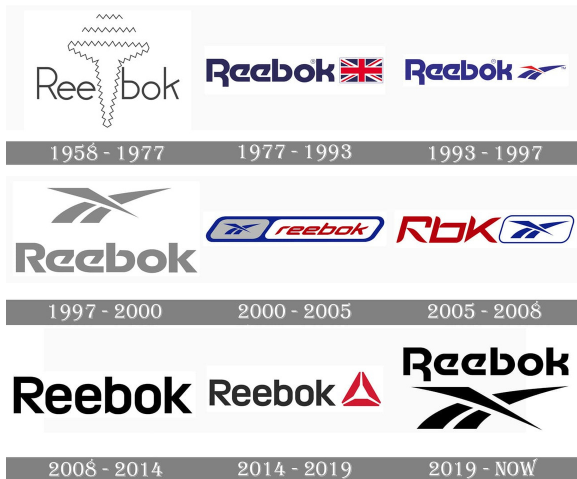
- Lack of opportunity to meet other companies
- User experience
- Cost money to attend

T:

- Expensive school
- North Carolina tech conference

GOOD REBRANDING

REEBOK: LOGO



WNBA: LOGO & SPONSORS



Refreshing change and look which was cohesive with their branding and messaging.

BAD REBRANDING

GAP: LOGO



ANIMAL PLANET: LOGO



Change of logo led to confusion and loss of nostalgia for consumers. Customers bond and become loyal to logos.



1. Conduct Deep Research

Deep research can have varying definitions of deep depending on the company or person that's using the word. To us, deep research is used to discover who your brand is and what it should focus on for greatest impact. Deep research means a carefully considered process that is designed to answer critical questions that will drive your brand forward. Ask questions like:

- What's our brand reputation today?
- What do we want it to be tomorrow?
- How do our customers make decision on whether or not to participate?
- Where do we perform well today?

2. Redefine your company's vision, mission, and values.

What are you doing? How are you doing it? Why are you doing it? When you're re-evaluating your vision, mission, and values during a rebrand, these are the three questions you'll need to ask yourself. While it's easy to take your messaging foundations for granted, they can change as a company grows.

3. Keep It Simple and Consistent

Whatever you do, don't complicate the new visuals with too many components as if you need to explain every aspect of why it's different. Let your audience figure out some of it, and stick to a basic visual display of the symbolic attributes it represents. Less is definitely more when it comes to your brand's visual identity system.

4. Share the New Brand Everywhere and Often

There is nothing wrong with sharing this visual rebrand everywhere and as often as possible. Hit everyone with the new look and feel by sharing it with anyone who will listen and look. You never know when and how you can win new customers, and the rebrand may catch the attention of prospects who had passed by when the old brand visuals didn't resonate with them. Use the narrative as a story to help the audience remember it, get attached, and share it with their social circles.

5. Set Measurable Rebranding Goals

Establishing measurable goals for your rebranding initiative can help to keep your efforts focused on achieving tangible results. It can be easy to get caught up in conceptualizing ideas for a new branding scheme, but if those exciting ideas don't align with your goals, the point is moot.



BUYER PERSONAS

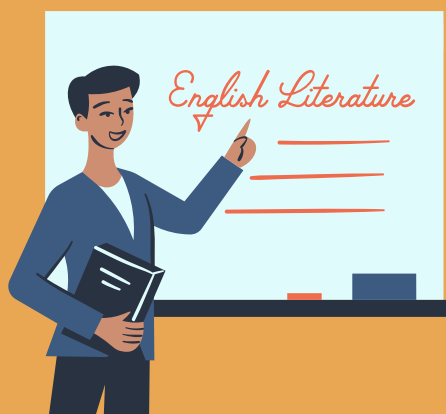
The buyer persona is the student here at this school. One that is hopeful for their future and are excited for opportunities to advance themselves in the field they are studying by opening themselves to employers and networking opportunities. Challenges facing our “hero” are:

- **Fear.** the fear of something new or committing to something that may put them in an awkward situation.
- **Lack of knowledge.** Not knowing enough about the event to know what we provide, not seeing the importance or impact it may have on their future.
- **Misinformation.** May have heard from others about past APCC conferences and how little it did for them making them reconsider putting time into it

STUDENTS



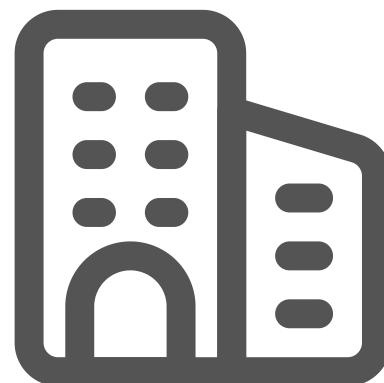
FACULTY



Faculty play a pivotal role in supporting the students and ushering them in a direction towards completing their APCC certification. All teachers, no matter the major/minor, should be bringing up APCC in the beginning of class. They are a great asset in spreading the word and encouraging students to attend while also making known the benefits that come with it.

The employees play a big part in getting the students attention. Big names like Amazon in the past have been the hook for many students and are a big way to get our foot in the door. By cultivating and playing off on past positive experiences we can create win-win situations creating excitement and healthy noise for everyone.

EMPLOYERS



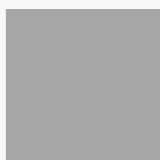
MAIN LOGO



COLOURS



#545454



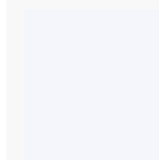
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FONTS

Squada One

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&

Glacial Indifference

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&

MOOD BOARD



STICKER



POSTER



BANNER



APCC certification and recommendations are key for students to understand how to take advantage of the great opportunity that APCC is. Going to APCC without the certification or any recommendations is a plan for failure.

Communication is number one in marketing and the number one thing, preparing students for APCC, is not being communicated in an understanding way at all. Based on our research on other career fairs we found that having a standard of what employers are looking for in students will help employers and students be unified and on the same page. We also incorporate email marketing, social media, and website content as those are the primary forms of marketing used by other career fairs.

EVENT: POP-UP BOOTH

PURPOSE: BRING AWARENESS TO THE
APCC-PALOOZA AND APCC & GIVE OUT
INFORMATION ABOUT BOTH EVENTS

DATE: 02-18-23

LOCATION: LIBRARY, HGB, ALOHA CENTER

SUPPLIES: TABLE, CANDY, INFO
CARDS, DECORATION, EYE-CATCHER

ESTIMATED BUDGET: \$50

OF STAFF: 2 PER TABLE

PROMOTION: SOCIAL MEDIA POSTS,
EMAIL MARKETING, POSTERS



EVENT: APCC-PALOOZA



PURPOSE: KICK-OFF EVENT TO PROMOTE THE APCC
AND GET STUDENTS EXCITED TO COME TO IT -
"ATTEND APPC"

DATE AND TIME: 02-25-23 @ 5:00PM-7:00PM

LOCATION: CAC

SUPPLIES: CATERING (L&L), GAMES, DJ, CHECK-IN
DESK, PRIZES, TABLES, CHAIRS, BOOTHS, BROCHURES

ESTIMATED BUDGET: \$1000

OF STAFF: 30-40 VOLUNTEERS

PROMOTION: SOCIAL MEDIA POSTS, EMAIL
MARKETING, POSTERS, WORD OF MOUTH, VIDEO

EXPECTED ATTENDEES: 800-1000 STUDENTS (TARGET
AUDIENCE)



EVENT: APCC-PALOOZA

DAY OF THE EVENT:

- ARRIVE AT LEAST ONE TO TWO HOURS PRIOR TO THE START TIME OF THE CAREER FAIR FOR SETUP.
- STAY THE ENTIRE TIME OF THE CAREER FAIR AND COORDINATE BREAKS WITH OTHER STAFF.
- WE WILL NEED AT LEAST 30 EMPLOYERS TO HELP WITH THE EVENT.
- MAKE APPLYING FOR A POSITION EASY, EITHER BY SETTING UP LAPTOPS CONNECTED TO YOUR EVENTS ONLINE APPLICATION PAGE OR BY POSTING INFORMATION ABOUT A MOBILE APP ATTENDEES CAN USE FROM THEIR OWN PHONES OR OTHER MOBILE DEVICES.
- GET A LOCAL COMPANY (L&L) TO CATER FOR FOOD.
- GET A GREAT PLAYLIST GOING TO BRING THE LOCAL FEEL TO THE EVENT.
- AT THE END OF THE EVENT, BREAK DOWN THE TABLES AND DISPLAYS OF THE COMPANIES THAT WILL BE ATTENDING.

AFTER THE EVENT:

- PROVIDE FEEDBACK TO THE SPONSORING ORGANIZATION (APCC) ON THE APCCPALOOZA (QUALITY OF THE STUDENTS, LOCATION, EXCITEMENT FLOW, IMPROVEMENT SUGGESTIONS FROM STUDENTS THAT HAVE PREVIOUSLY ATTENDED)
- IF APPLICABLE, SEND THANK YOU EMAILS TO INDIVIDUALS WHO ATTENDED.
- GATHER DATA ON THE NUMBER OF CANDIDATES YOU INTERACTED WITH AT THE EVENT, THE NUMBER OF STUDENTS WHO ATTENDED. REPORT THIS INFORMATION TO MANAGEMENT OR PEOPLE IN CHARGE OF APCC AND COMPARE THE DATA TO OTHER CAREER FAIR EVENTS.
- DECIDE WHETHER YOU SHOULD THROW ANOTHER KICK OFF EVENT.



FEBRUARY 2023

APCC CONTENT CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
			1 Announce APCC: Instagram Post & Email	2 Email: List of all companies attending	3 Instagram Post: APCC Certification	4
5	6 Company Highlight Post: SimpleCitizen	7 Email: Why should YOU attend APCC?	8 Company Highlight Post: Twitter	9 Email: APCC Certification	10 Company Highlight Post: BYU MBA	11
12	13 Company Highlight Post: Facebook	14 Pop-up Booth Announcement Post	15 Company Highlight Post: Google	16 Email: Pop-up Booth reminder	17 Company Highlight Post: BYU LAW	18 Pop-Up Booth: Library
19	20 Company Highlight Post: Pepsi	21 APCC-Palooza Announcement Post	22 Company Highlight Post: DOMO	23 Email: APCC Palooza reminder	24 Company Highlight Post: UVU	25 APCC-Palooza: CAC

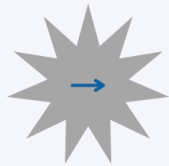
MARCH 2023

APCC CONTENT CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
			1 Email: APCC Schedule	2 Reel Instagram Post	3	4
5	6 Instagram Post: APCC Schedule	7 APCC Tips Post	8 APCC 1st Day	9 APCC 2nd Day	10 APCC 3rd Day	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

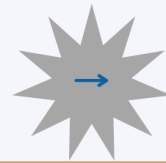
SOCIAL MEDIA SAMPLE POSTS

Company Highlight:



01

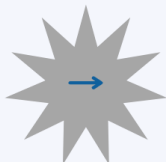
According to Google:
"A problem isn't truly
solved until it's solved
for all. Come help us
build for everyone"



02

Did you know?

91% of employees
would recommend
the job to a friend.



03

Google will be at the
APCC!

Don't miss it!



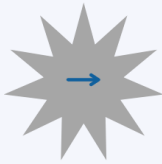
CAPTION:

"Want to work at one of the leading companies in the WORLD? Don't miss your chance to talk with Google about potential job and internship opportunities.

Join us at the APCC! #APCC #BYUH #GOOGLE #CAREERFAIR

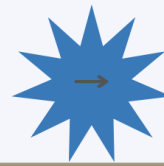


Company Highlight:



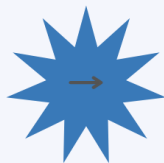
01

- **#1 FOR RETURN ON INVESTMENT**
- **#1 BEST VALUE LAW SCHOOL**
- **#1 BEST VALUE PRIVATE LAW SCHOOL**



02

- **4 FULL TUITION + STIPEND SCHOLARSHIP PROGRAMS**
- **36% OF GRADUATES IN 2021 WERE DEBT-FREE**



03

**LEARN MORE
AT THE APCC IN
MARCH !**



CAPTION:

"One of the universities visiting APCC this year is BYU Law School. If you are interested in earning a law degree, come learn more about one of the best value law schools at the APCC! #APCC #BYUH #BYULAW #CAREERFAIR #LAWSCHOOL



CAPTION:

Don't miss our kick-off event: BYUH's first ever APCCPALOOZA! There will be music, food, games, and more! Come have some fun! RSVP at the link above. #APCC #APCCPALOOZA #BYUH #KICKOFF

Testimonials



Sloane Tipton
Business Management:
Supply Chain

"I talked to many big companies, like Chick-Fil-A, and made many connections. It was a perfect opportunity to build my network."



Clayton Farley
Business Management:
Marketing

"Every student can get something out of APCC, whether its an interview, job offer, or some free stuff!"



Emma Vaterlaus
Intercultural Peacebuilding

"APCC was a great way to practice my elevator pitch and interview skills! It was helpful and fun!"

Use SEO keywords:
network, interview,
job offer,
internships, etc.

👉 It only happens ONCE a year - Are YOU ready for APCC?

Aloha!

Life after college can often seem daunting and many students do not have a solid plan for after graduation. The job market can feel overwhelming and with hundreds of different applications, qualifications, and requirements from multiple companies, how can you land your dream job? If this sounds like you, then come explore several career paths and opportunities at the 2022 [Asia Pacific Career Conference!](#)

This year's revolutionary Asia Pacific Career Conference will be held at BYU - Hawaii from **March 2-4**. Don't miss this ultimate **3-day event** where some of the biggest companies in the world come together! There are major opportunities to network and speak with potential employers, as well as putting into practice your professional skills! Some of the visitors this year include Adobe, Facebook, PepsiCo, Twitter, and more! For a full list of the 2022 APCC attendees, check out their website [here](#).

The Asia Pacific Career Conference was specifically designed to expose BYU - Hawaii students to various career fields and connect them to international organizations for the chance of securing a job. If that isn't enough to convince you, here are more incredible reasons why you should attend:

- Over the years, over 600 jobs and internships have been offered to students and accepted through APCC
- 80% of employers that attend extend job offers - they want to meet YOU
- Be a part of the 1600+ career fair attendees
- There will be FREE snacks and refreshments and goodies.

We hope to see you there!

Our reel is meant to promote APCC using clips of Hawaii to attract the students. Living in Hawaii is the one thing everyone has in common. It is a way to reach our whole audience and engage with them. The narrator voices their experience at the APCC and encourages other students to attend.

Longer version:



Shorter version:

