



**Fortune 40 Multinational  
Technology Company**  
Est. 1911

**Employees**  
380,300+

**Headquarters**  
Armonk, New York

**Early Talent Hires per Year**  
1,500



## IBM Partners with Handshake to Democratize Information for Students



**700+**  
schools  
reached



**68%**  
of event attendees  
part of a D&I org



**1.3K+**  
Virtual Event views

IBM strives to reach all students in the US—across schools, states, regions, and backgrounds. As a legacy technology giant and continuous innovator, IBM offers a wide variety of entry-level and internship roles for students. IBM had a goal of engaging more female, Black, and Latinx candidates to improve representation in their talent pipeline. As a result, IBM's Early Professional Talent Acquisition Team began adopting a more expansive definition of outreach when they discovered their prior strategy limited the geographic, ethnic, and gender representation in their applicant pool.

## Challenges

Before partnering with Handshake, the IBM recruiting team struggled to attract an early talent audience from all backgrounds because there was a general lack of information around exploring careers in technology. IBM knew that it needed to democratize opportunity about technology career paths to build a truly inclusive workplace.

### 1. A Narrow Reach

IBM strived to expand their early talent audience.

### 2. A Homogenous Talent Pipeline

They hoped to inspire more students to explore tech careers.

### 3. Limited Places to Tell IBM's Story

IBM wanted more ways to show their brand authentically.



“We needed a solution like Handshake to expand our reach and create more meaningful connections with students from all back-grounds.”

– **Jeremy Buentello**  
Technical TA Leader at IBM





## Solutions

To reach more students, IBM began proactively engaging students from Handshake's **900+** partner universities, rather than just a core few. Beyond sourcing more extensively and inclusively, IBM went the extra mile to democratize information for students across the country by partnering with Handshake to host and livestream Virtual Events.

**For IBM, Handshake Virtual Events were the solution:**

### 1. Targeted Event Campaigns

IBM sent event Campaigns to the specific groups of students and alumni they wanted to recruit to make sure relevant talent showed up to their Virtual Events.

### 2. Authentic Branding

Virtual Events brought more depth and life to IBM's employer brand with live, interactive content.

### 3. A Diverse Audience

IBM provided the opportunity for students to attend events and tours that they otherwise wouldn't have been able to access.

Most recently, IBM livestreamed their National Society of Black Engineers (NSBE) Convention Live Q&A Panel from Pittsburgh with four employees. They democratized access to the event by making it available to students across the country—virtually.

## Results

### IBM Office Tour Livestream

|            |                                                                                             |
|------------|---------------------------------------------------------------------------------------------|
| <b>658</b> | student attendees                                                                           |
| <b>724</b> | unique YouTube views                                                                        |
| <b>104</b> | colleges represented                                                                        |
| <b>30x</b> | more applications than their competitors during the week of the livestream                  |
| <b>65%</b> | of students answered they are more likely to pursue a role at IBM after attending the event |

### NSBE Convention Livestream

|            |                                                                  |
|------------|------------------------------------------------------------------|
| <b>394</b> | student attendees                                                |
| <b>667</b> | unique YouTube views                                             |
| <b>77</b>  | colleges represented                                             |
| <b>38%</b> | of attendees from underrepresented backgrounds                   |
| <b>96%</b> | of students agree that IBM demonstrates an inclusive environment |

**Reach out to learn how to build a proactive recruiting strategy.**

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