



# Case Study

# Digitalization of the UPV

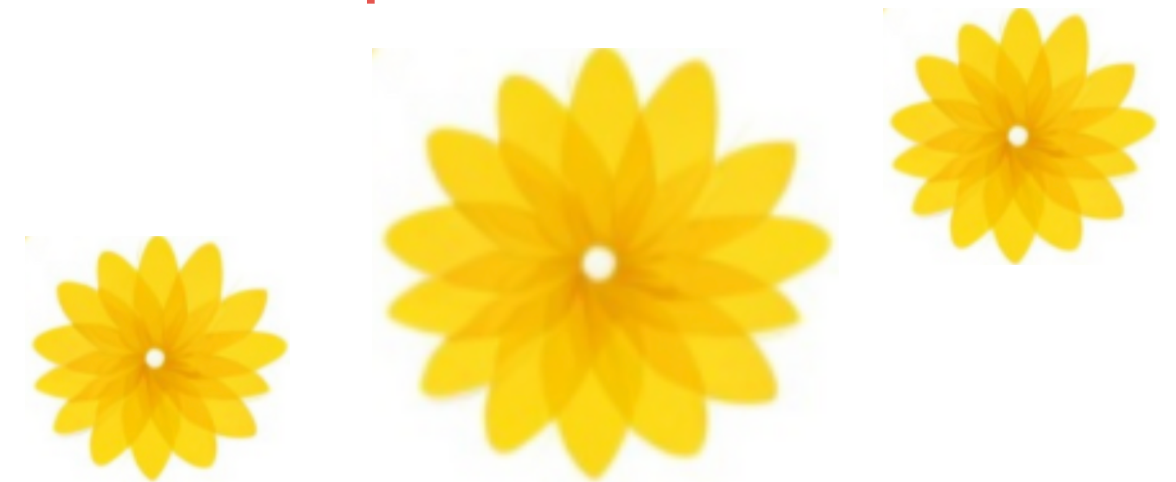
# 2025 Employment

# Forum



# Introduction

UPV 2025 Employment Forum is a lead and pioneer event for job initiatives for the its students to find a summer internship or permanent job. Companies are invited to compete for the bright students in the event. With this job fair gaining traction over the years, the 2025 Forum gained an exponential amount of attention from visitors and exhibitors.



# The Impact of Technology on the Participant Experience

The addition of Check-Ins with QR codes along with NFC wristbands were a key contributor to the success of the UPV 2025 Employment Forum.

These technologies have contributed to:

- effectively managing a large amount of participants at a single event
- automation of accreditation and access control
- digitally shared CVs between students and companies
- obtaining detailed participation and interaction metrics



# The Event Evolution

From the data collected, we can see the continuous growth from the key performance indicators:



# Number of Registered Participants

**7,400+ participants**



# Number of CVs Shared with Companies

**45,000+ interactions**

**in 2025**

**3x the 2023 edition**



# Tech Solutions



## Check-In with QR Codes

The high volume of participants was efficiently handled by QR codes facilitate a seamless check-in entrance process at the event.



# Tech Solutions

## NFC Wristbands

The distribution of NFC wristbands linked to each participant's personal data streamlined the check-in process and enabled effortless CV sharing. With the help of beamian's beamers, tapping their wristbands could instantly transmit their information, offering a fast and fully digital approach to networking and lead generation.





# Results and Benefits for the Sector

The integration of these digital tools demonstrates a seamless shift in networking and CV sharing at this event. Their adoption has created a more dynamic and efficient atmosphere, benefiting both students and recruiters. The smooth exchange of contacts, marked by a significant increase, shows that digitalization not only elevates the attendee experience but also expands talent acquisition for job fairs.



# Results and Benefits for the Sector

The successful digital transformation of UPV 2025 Employment Forum highlights the essential role of technology in modernizing large-scale events. With a focus on automation, real-time data, and seamless user interaction, the Forum became a benchmark for efficiency and engagement. This evolution reinforced the event's position as a vital connection point between students and companies in today's digital-first landscape.



# Conclusion

The findings from the UPV 2025 Employment Forum highlight how digitalization has enhanced interactions compared to the traditional manual process of gathering contacts. The implementation of digital solutions has enriched the experience for both participants and exhibitors, while also increasing lead generation and effectively capturing metrics for future editions.





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