

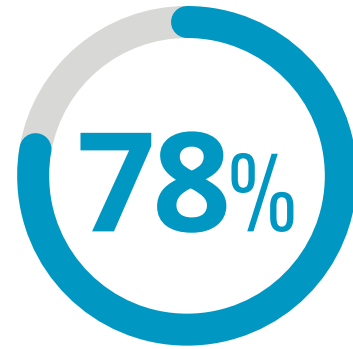


Connecting with Benefits in a Virtual World

From Carrier Koozies to Couch Cozies

In 2020, just about everything went “virtual,” from graduations to work to family reunions. HR too. When large in-person trainings and benefits fairs with tables full of carrier koozies weren’t feasible, many turned to virtual benefits fairs.

Meeting employees with their benefits information through their computer or mobile device is becoming more commonplace, and it doesn’t have to be complicated. The good news, there is technology available to create an engaging virtual experience for employees. The other good news, [Studio B®](#), Businessolver’s in-house engagement practice, is equipped with the technology, expertise, and design skills to make your virtual benefits fair a success.



Visuals increase learning and information retention by 78%





Virtual Benefits Fairs Provide a Versatile and Engaging Experience

Educate employees about their options – especially those changing in any given year.

Connect employees to carriers and employer-sponsored programs.

Create a sense of urgency before and during annual enrollment.

Instill confidence in taking the next step—enrollment.

Allow employees to digest the information at their own pace, with family members, to help them make the best decisions.

Create a fun and engaging way to build excitement for your benefits and programs.



No More Boring Benefits Books

Studio B consults employers in creating the best-fit fair experience for their upcoming annual enrollment. Our benefits experts guide clients in decisions about the look and feel of the fair, with engaging templates and designs. They understand how to present the information about new benefits, have a full library of video and content resources, and have the experience required to let employers throw out the boring benefits book and turn it into a tool that will engage employees in what's next.

In conjunction with an online fair, Studio B can also provide a multi-channel communications approach including:

- ▶ Digital communications through email, text and display ads
- ▶ Printable materials like postcards and posters
- ▶ Amplification through our personal benefits assistant Sofia

Measuring Success

Any investment in benefits literacy is a win for an organization, but it's always helpful to have data to prove out the ROI. With Businessolver's virtual benefits fairs, employers will get reports on the engagement data, including:

- ▶ Number of visitors and unique visitors
- ▶ Number of sessions and unique sessions
- ▶ Page views (for each section of the fair)
- ▶ Average session duration
- ▶ Key engagement dates

Ready to learn more about Virtual Benefit Fairs? [Start here.](#)