

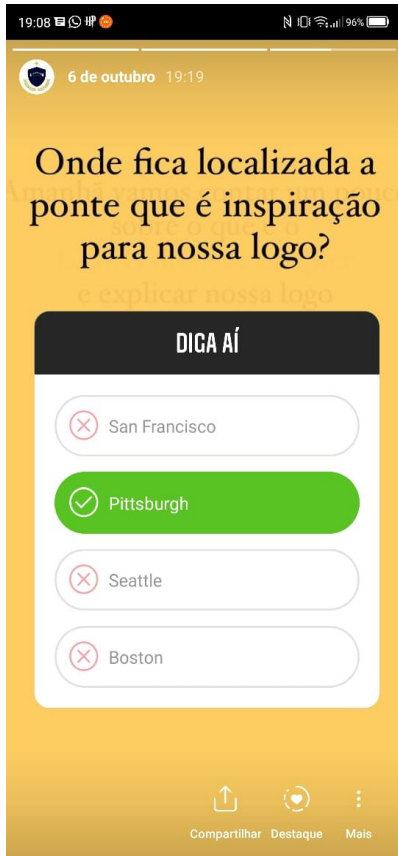
## **UFMG STUDENT CHAPTER - 2020 RECRUITMENT STRATEGIES**

**Compiled by Bernardo Bastos - bernardobastospm@gmail.com - +5531999706252**

The year of 2020 was a bit unusual. In the beginning, old members of UFMG Student Chapter thought most of our applications would come, as ordinarily, from events in Universities, lectures and mini-courses that our organization has always offered. Despite all the chaos that this pandemic and the economic situation generated, it really amazes us the fact that we were able to keep some key activities and manage some good results in the process of recruitment.

Our task-force to gather people around the same goal (Nashville, here we come) was, as it's been forced, 100% online. New times demand resilience and creativity, and we've used several images, videos, texts and other kinds of files to get where we wanted.

- We love social media posts. Throughout the recruitment process, we've shared a lot of important and interesting information about the steel industry, AISTech and, of course, about ourselves. Our Instagram profile is our main communication vehicle, in which we post quizzes and interactive questions to catch other students' attention.
- As you can observe in the submitted video, we really enjoy creating those as well. Not only have our online courses been a way to gather some money, we've also used them as an important channel to spread our brand. Lots of interested students and their subsequent applications came because they liked our technical content and wanted to know more about us. We teach how to use powerful tools, such as MS Excel and Power BI.
- Networking is everything. Even in these complicated times, we managed to reach a very large number of possible candidates, using WhatsApp (in Brazil, it's really mandatory to have it downloaded). Our Marketing team created an image and a brief text for disclosure, and our students made the magic. All kinds of people, knowledge areas, life experiences!



Follow us on Instagram! At @ufmgstudentchapter, we post quizzes: “Where is located the bridge which inspires our logo?”. The correct answer was Pittsburgh, the Steel City. We also used our account to talk about the open registrations for our 2021 team!





The picture above was taken during one of our video creations. Always very fun to participate in a group!

As we said, a handful of courses are also ministered 100% online. We have some spoilers here:

A screenshot of a video player interface. The top navigation bar is blue and contains the text "Power BI Hands On - U" on the left and a user profile "Vitor Gabriel Ca..." on the right. The main content area shows a video player with a dark blue background featuring the UFMG Student Chapter logo. The video title is "Power BI Hands On - UFMG Student Chapter" and it indicates "1 de 1 aulas completas". Below the video player, there is a table of contents with three parts: "Parte 1" (17:47), "Parte 2" (24:33), and "Parte 3" (49:45). The video player controls show a progress bar at 0:06 / 17:47. On the right side of the player, there is a green "Concluída" button and a rating section labeled "Avalie esta aula:" with five empty star icons.

Arquivo Página Inicial Inserir Layout da Página Fórmulas Dados Revisão Exibir Desenvolvedor Ajuda Compartilhar Comentários

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Área de Transferência Fonte Alinhamento Número

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### RELATÓRIO DE VENDAS DA EMPRESA - ANO DE 2019

VISÃO GERAL DAS VENDAS Preço Médio 4  
 DETALHAMENTO POR CIDADE Belo Horizonte

| Cidade | Preço Médio  |
|--------|--------------|
| BH     | R\$ 1.804,24 |
| RIO    | R\$ 2.187,27 |
| SP     | R\$ 2.099,62 |

| Total de Vendas | Valor Máx    | Valor Min  | Preço Médio  |
|-----------------|--------------|------------|--------------|
| R\$ 238.160,00  | R\$ 7.600,00 | R\$ 150,00 | R\$ 1.804,24 |

| Cidade         | Jan           | Abr | Jul | Out |
|----------------|---------------|-----|-----|-----|
| Belo Horizonte | R\$ 19.910,00 |     |     |     |

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