Virtual Realities: Will You Byte?
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With many thanks to Keith Dugdale of
KPMG for sharing their experience and
many of these slides with us.

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Imagine a world where your recruiters are held up at gunpoint…….

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Imagine a world where the interviewer falls asleep……..

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Imagine a world where a candidate takes her clothes off during an interview……

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Welcome To Recruiting with Virtual Reality

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What is a virtual world?

- *Online 3D environment that allows users to interact with one another and their surroundings in real time.*

  - Communication platform
  - Entertainment ecosystem
  - Cultural connector
  - Collaboration tool
  - Transact business
  - Educate

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Most popular virtual worlds

- Second Life
- Habbo Hotel
- There
- Entropia Universe
- ActiveWorlds
- HiPiHi
- Whyville
- ToonTown
- Club Penguin

Your Tour Guides
Grace Sugarplum and Rhonda Baxton

Seriously!?!

- **Think people in world are like Dwight?**
- **"Well, virtual reality is real reality. . . . I mean, virtual environments are real environments. Real reality just got bigger because we`ve created these virtual worlds and these virtual spaces."**
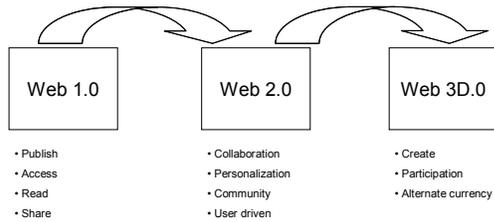
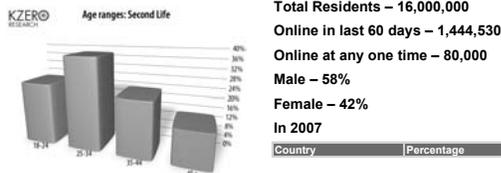 - Ray Kurzweil, CNN Interview 5/30/08

Will You Byte? Our Objectives are:

- Explore the world of virtual realty

- Explore virtual recruiting

- Explore the potential implications for legal employment

- Discuss tips for heading in world

- To check out the hype and help you decide if recruiting or providing career service support in the virtual world is right for you

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Evolution of the web

Web 1.0	Web 2.0	Web 3D.0
• Publish	• Collaboration	• Create
• Access	• Personalization	• Participation
• Read	• Community	• Alternate currency
• Share	• User driven	

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Who is in Second Life? a global audience

KZERO RESEARCH

Age ranges: Second Life

Total Residents – 16,000,000
Online in last 60 days – 1,444,530
Online at any one time – 80,000
Male – 58%
Female – 42%
In 2007

Country	Percentage

New French SL Site launched in March, 2009
Translator site: "localization" in ~6 languages

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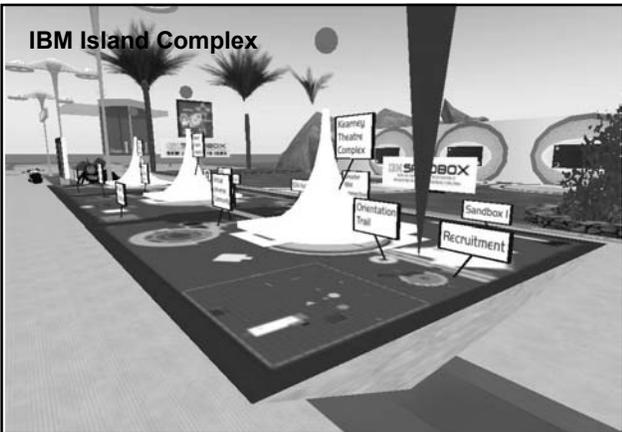## The current state and future expectations of virtual worlds

- **Relatively early stage – early adopters**
- **Successes and failures**
- **An extension of your web communications strategy**
- **Projected to continue to evolve**
  - Cloud computing
  - Avatar movement

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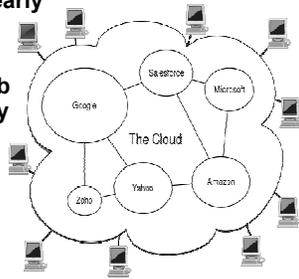
Who uses Virtual Reality? Corporations

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IBM Island Complex

Universities in Second Life

- San Jose State University
- Texas State University
- Art Institute of California
- The Bay School of San Francisco
- Beach College
- Bentley College
- Bradley University
- California State University
- Chapman University
- Central Piedmont Community College
- Columbia College Chicago
- East Carolina University
- East Tennessee State University
- Idaho State University
- Illinois State University
- Indiana University
- Iowa State University
- Harvard
- Yale
- Rochester Institute of Technology
- University of Texas
- Stanford
- Cambridge University
- University of Edinburgh
- University of Applied Science – Cologne
- Link Campus University – Rome
- Lazarski School of Commerce – Warsaw
- Hong Kong University – Kowloon
- + hundreds more…..

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How is this relevant to law schools and legal employers?

- A certain percentage of our students/candidates are there
  - Taking courses; and
  - Attending events; and
  - **Expressing political views**; and
  - **Meeting people**; and
  - Hanging out
- A certain percentage of clients are there
  - Where business is transacted, there is a need for lawyers

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Law Schools
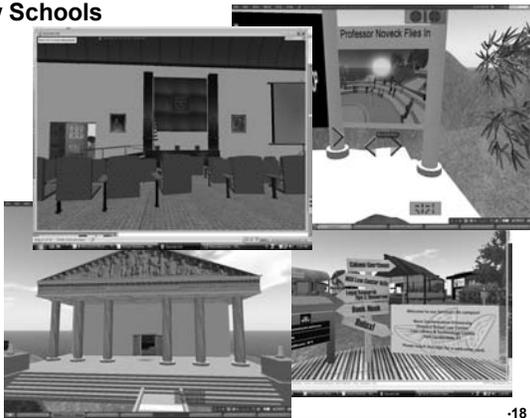
Law School Admissions – Santa Clara Experiment

Lawyers/Law Firms

- **Perrotta, Cahn & Prieto**, P.C (Atlanta, Georgia)
- **Monday Beam & Associates, P.C.** – (RL attorney licensed to practice in Illinois)
- **Banner & Witcoff, Ltd.** – Intellectual Property Law Firm (Chicago, Washington, Boston, Portland)
- **Praxis LLP** (California and Colorado law firm)
- **Gei Nishi** Attorney at Law and Business Consultation – RL & SL Law and business consultation

Lawyers/Law Firms

Ok, but virtual recruiting?

- "It seems to me virtual interviews are the way forward. They provide the perfect solution to the nerve-wracking first meeting and also mean no travel costs, no time lost, and no commitment other than the time to answer the questions."
  - Laura-Jane Filotrani, The Guardian 1/28/08

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Why are many employers using virtual environments for recruiting?

- That's where millions of candidates are
- Limitless ability to communicate your brand and allow others to experience it
- Facilitate real time interaction
- No geographic boundaries
- May reach more diverse candidates
- Better records than RL Job Fairs
- Bring fun, buzz and excitement into the employment process
- New channels of innovation

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KPMG Case Study: Knew that recruiting in Second Life was going to be challenging. So, why did they go there?

- Because the talent they wanted to recruit will be there and we want to be there with them
- Because they want to be seen as innovators in the recruitment world
- Because of the first mover advantage
- Because of the positive PR
- Because taking risks is more fun
- Because the future of recruitment is in the Virtual World

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KPMG Case Study: Was it worth it?

- **Absolutely NOT**

  It was a bizarre surreal experience which they will not repeat in a very long time
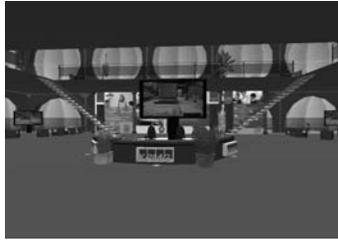
- **Absolutely YES**
  - Learned a huge amount
  - Got some great PR
  - Got 2 hires
  - Had a ball

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KPMG Case Study: They share a few key learning points

- **Who are you going to invite**
  - Open to all or just for screened candidates
- **Interviewer Training**
  - The experience and expectations are totally different
- **Internal Communication**
  - How do you convince your colleagues and the business that you are not totally mad

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KPMG Case Study: Thanks to Second Life KPMG now has a virtual recruitment strategy and a robust technology platform to support it: www.unisfair.com

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Current state of recruiting in virtual worlds

- **A few forays in Second Life**
  - but limited repeat performances

- **But, don't count virtual reality out**

- **Many businesses tried their hand in virtual worlds, and are now moving to virtual business platforms**
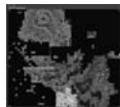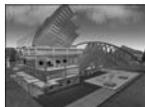 - InXpo
  - iCongo
  - Unisfair

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Tips to get you started

Go and explore in world
Create yourself an avatar
Learn how to walk and talk
Understand the environment

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Final thoughts

- **Communication and hiring channels are evolving**
- **Most law firms and law schools using for admissions/marketing/pr, not recruiting yet**
- **Still barriers in place**
- **Evolution of social media**
- **Get in there and have a look**
- **Decide what's right for you from an informed position**
- **Keep an open mind**

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Questions?

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