

XERO

Graduate campaign NZ and AU

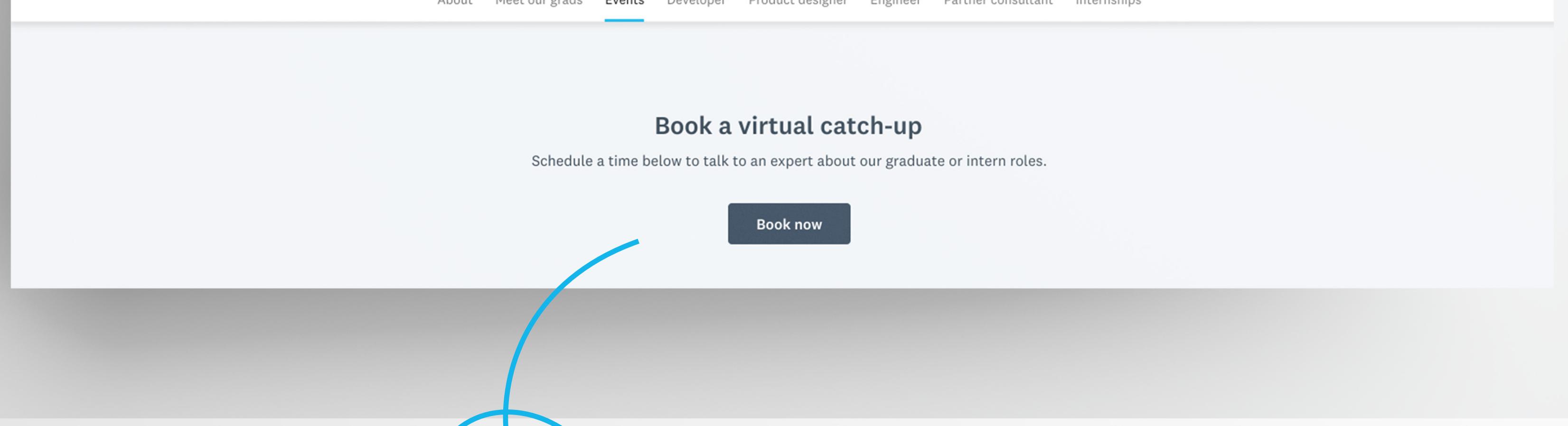
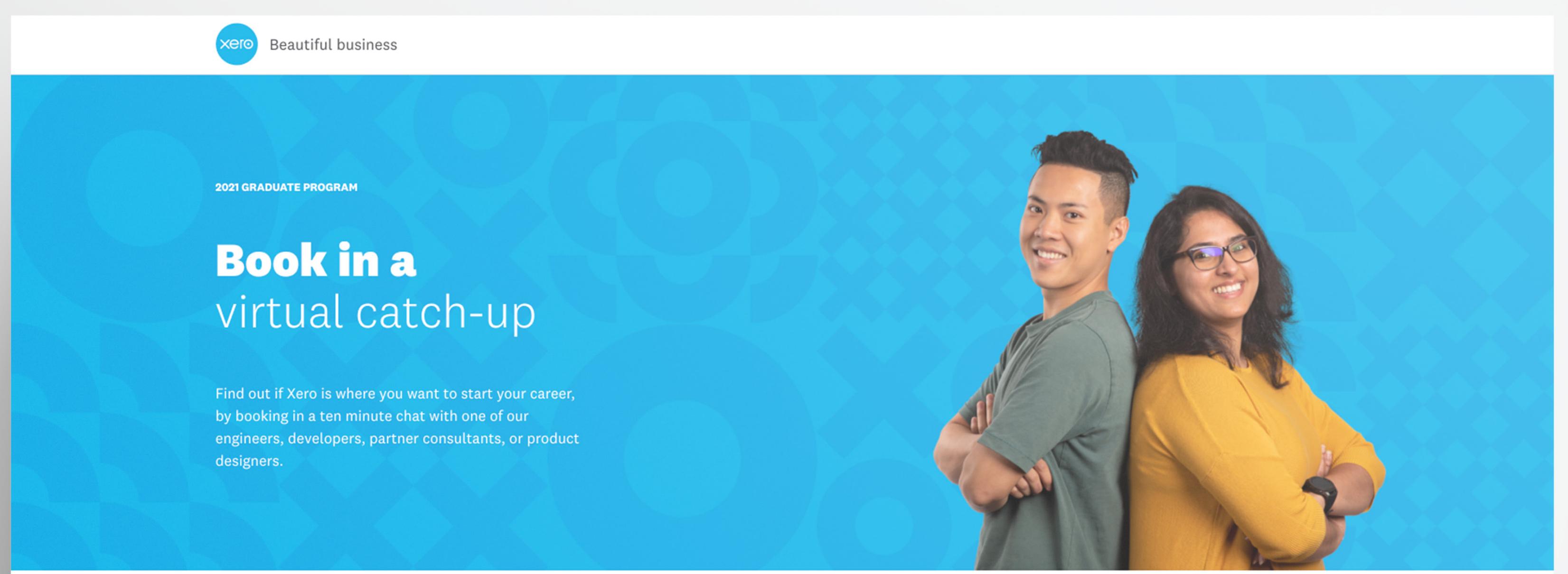
My 10 Minutes (virtual catch up)

- Powered by a Calendly Integration with Google Hangouts
- Aim was to give students a custom, personalised chat with a Xero
- We asked them which role they were interested in, and what they needed to know about it. The grad team then matched them with a Xero from the team they were keen to join, so they could answer their questions
- Live page of booking form
- Live page of questions for the student
- Number of students in AU who booked events - 102

Feedback

"I believe the 'My 10 minutes with Xero' idea is a fantastic initiative, I can't praise it enough. It's refreshing to see Xero really engage with graduating students and the initiative really reflects the care and emphasis placed on us"

Landing page



Live page of booking form

Two overlapping screenshots. The top one shows a booking form for 'My 10 Minutes with Xero Australia' on June 8, 2020, at 12:10pm. The bottom one shows a 'Live page of questions for the student' with fields for name, email, and guest addition, along with a list of roles and a question input field. A blue arrow points from the booking form up to the questions page.

Beautiful business



XERO

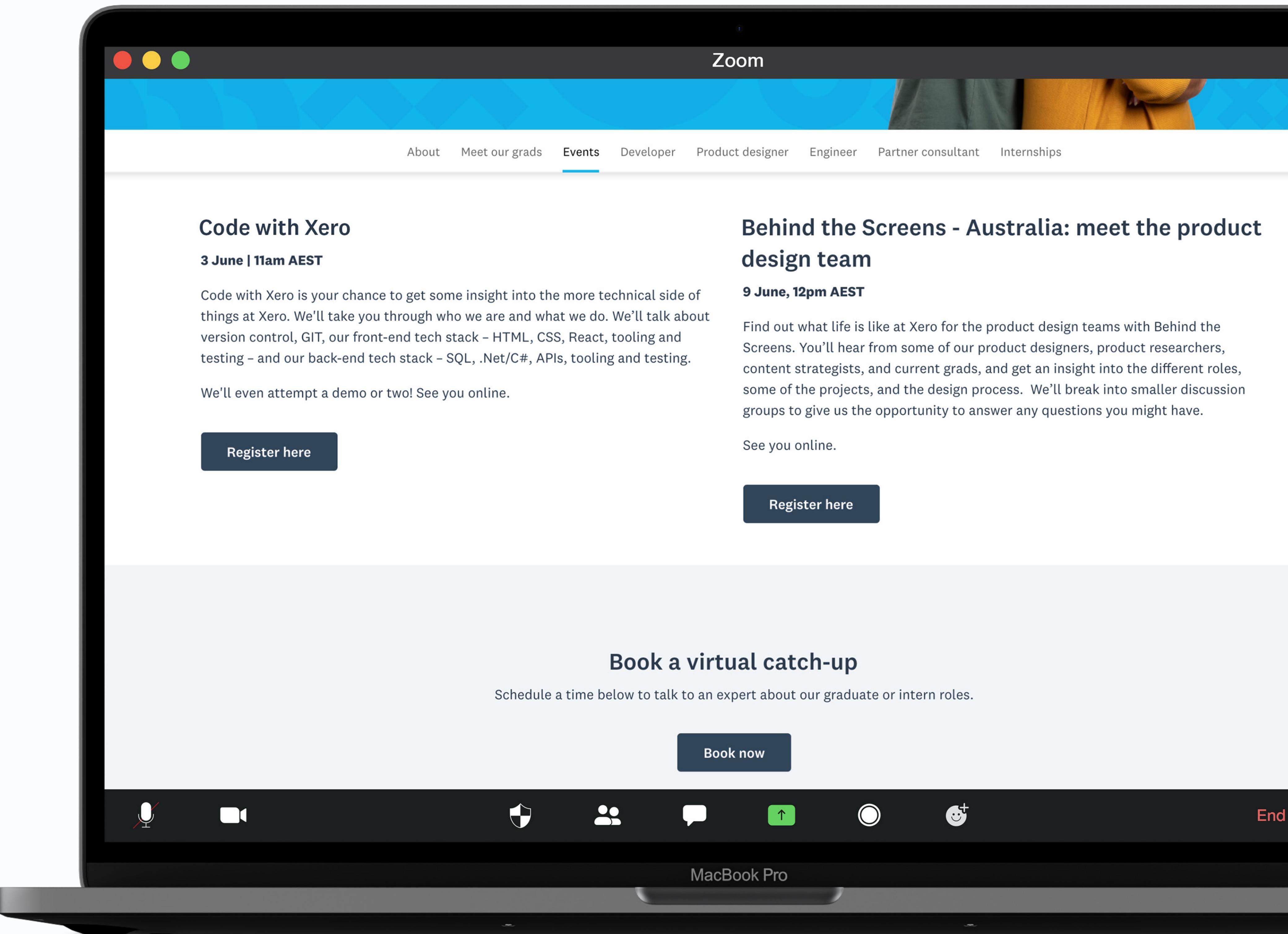
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Code with Xero events

- [Powered by Zoom](#)
- The aim of this event is to give students an understanding of the tech stacks we use, and how we use them to ship code. It's a demo that covers version control, GIT, our front end tech stack (HTML, CSS, React, tooling and testing) and our back end stack (SQL, .Net/C#, API's, tooling and testing).
- We ran 2 events, with 550 students attending. This is the first time we've run these events in Australia.

Feedback

"I really enjoyed listening to the insights on what it is like to work at Xero. I got a really strong sense of the positive and supportive culture at Xero. Having access to a couple of developers who were walking through their coding examples, was something that I found both valuable and unique. Thank you for the time and effort that you put into organising the 'Code with Xero' workshop"



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Behind the screens events

- Powered by Zoom
- The aim of this event is to give students insight into what life is like at Xero for the product design teams. There are presentations from product designers, product researchers and current grads, highlighting our different roles, our projects, and the design process at Xero. Smaller discussion groups then gave students the opportunity to ask questions.
- We ran 1 event, as it's so specific. Over 130 students attended, which is 4 times more than would normally attend when hosted in the office.



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