

eFinancialCareers virtual event connects employers with female tech candidates in Singapore and Hong Kong

Competition for technology talent in Asia remains fierce in 2022 as financial institutions compete with each other and with firms outside their sector to source the best candidates. Employers are also trying to make their tech workforces more diverse – including by hiring more women – in order to combat skills shortages, inject new ideas into their businesses, and better reflect their customer bases.

Improving gender diversity in technology is not straightforward, however, because women have historically been underrepresented in the space. The eFinancialCareers Virtual Careers Event, *SG & HK Women in Tech*, held on March 15, helped employers address this challenge. It allowed recruitment representatives of leading firms in the financial services sector to chat online with female technology professionals, and bring them forward for interviewing, pipelining, or screening. Here's why both employers and candidates benefited from the event.



High candidate attendance levels

The four-hour event attracted more than 200 tech professionals, all keen to chat with in-house recruiters about their career ambitions at the pre-application stage.



Major brands showcasing their job opportunities and employer brands

SG & HK Women in Tech brought together 13 leading organisations:



*SG Women in Tech
supported the event*





Chats with tech candidates scheduled in advance

Our event platform allowed recruiters to browse the registered candidate profiles in advance of the event and pre-schedule conversations with top talent they wanted to chat to on the day.



Powerful connections between recruiters and female technologists

There were more than 300 engaging chat-based conversations between in-house recruiters and skilled tech professionals at the virtual event. Recruiters were able to showcase their career opportunities, promote their employer brands, and answer questions about their hiring needs and working cultures.



Strong tech candidate pipelines

After they had chatted to the recruiters, 89% of job seekers were rated strong enough to interview, pipeline, or screen.



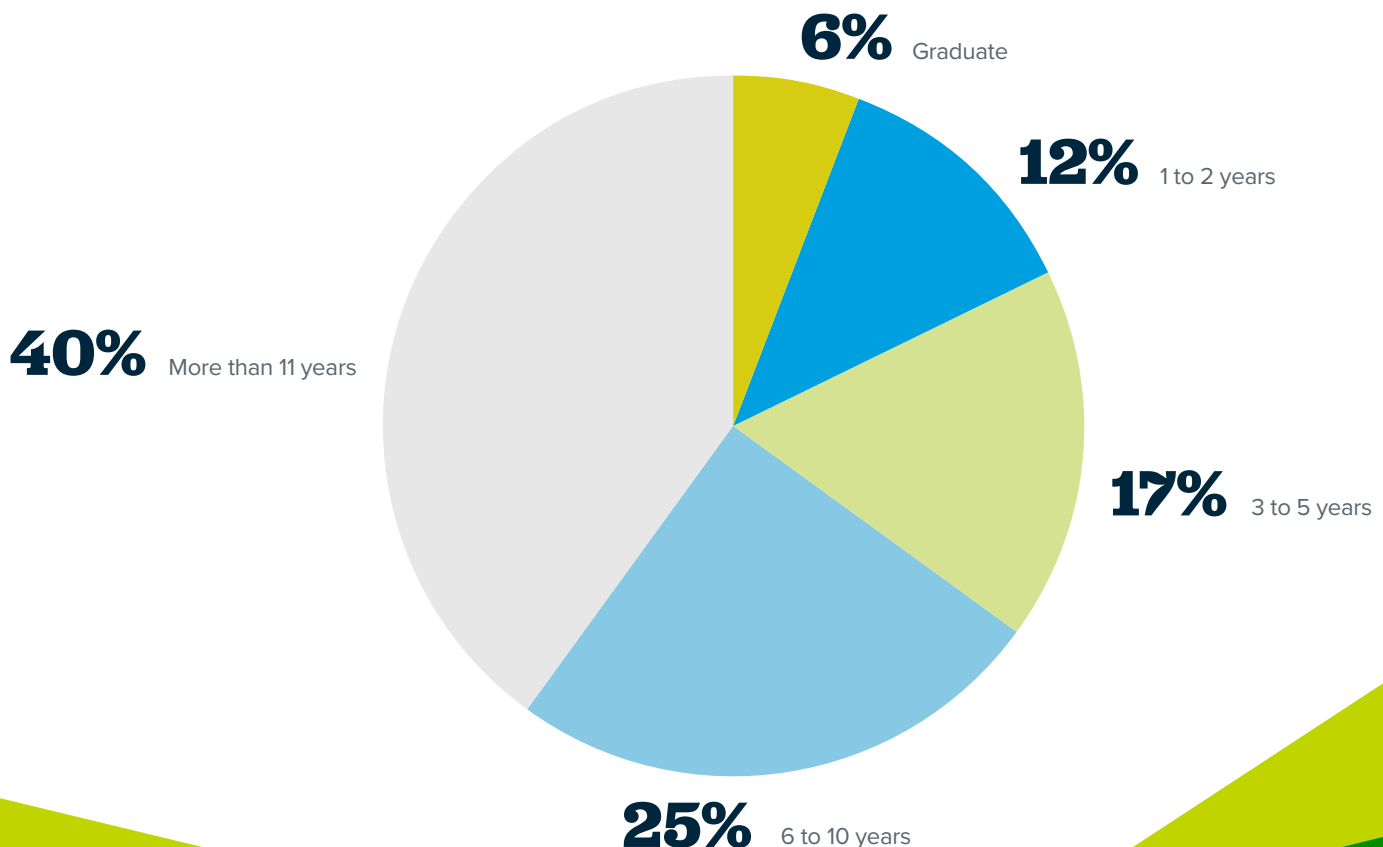
Broad technology skill sets

SG & HK Women in Tech allowed employers to reach professionals working in a range of sought-after job skills, including: Business Analysis, Architecture and Design, Blockchain/Crypto, Cyber Security, Data Science, Development/Programming, Digital Transformation, End User Support, Fintech, Information Security, Network/ Infrastructure, Payments, Product Management, Project Management



Wide range of experience levels

Recruiters had access to tech professionals across a range of experience levels, including senior specialists. The largest percentage of event attendees had 11 years' experience or more.



New feature: Employer panel sessions to build engagement with candidates

Our career event platform allows companies to further showcase their employer brands, job opportunities, career paths and workplace cultures via participating in Q&A panel sessions. At *SG/HK Women in Tech*, Simon Mortlock of eFinancialCareers hosted four candidate-focused discussions with senior representatives from Bloomberg, GIC, Thakral One, and the FinTech Association of Hong Kong. The sessions were a unique opportunity for these organisations to discuss topical issues impacting the job market, and engage more broadly with a candidate audience.

Watch the on-demand versions of the panel sessions



Panel session with Bloomberg

Insider insights to advance your career as a woman in tech



Linda Wu

Network Operations
Engineer
(based in HK)



Corrine Wang

Singapore Team Leader -
Implementation Specialists
(based in Singapore)

More virtual careers events to come...

Following the success of *SG/HK Women in Tech*, eFinancialCareers is running further Virtual Careers Events in Asia and globally, allowing recruiters to engage with skilled finance and tech professionals who are actively looking for their next career move. Our unparalleled expertise in finance and technology gives you the opportunity to screen, engage and recruit top talent – either in a single location, or from the comfort of your home office. Save time and effort in your recruitment journey. Remotely connect, interview and hire with confidence, speed and efficiency.

View our latest job
opportunities in
financial services



Browse our upcoming
Virtual Careers Events

