

# Virtual Career Fair

## TIPS & GUIDELINES

### [ BEFORE THE FAIR ]

Prepare ahead of time. Do not walk into a virtual career fair experience without being prepared.

- 1. Download Career Fair Plus:** Create your profile using one of these three options:
  - Click the blue “Skip the Line” button for the employer, select a timeslot, and follow the steps to create your profile; OR
  - Go to the “Skip the Line” tab at the bottom of the screen to create your profile; OR
  - If you already have a profile you can click “PROFILE” on the top right to review and update.
  - Upload your current resume! Reach out to the Career Center for resume help.
  - Log into the Career Fair Plus App often and click the “Employers” tab as new employers are registering daily.
    - Find other potential employers you like? Click the employer, click “Skip the Line” and reserve a timeslot.
    - Recruiter(s) will reach out to you to verify mode of communication, time, etc.
    - If you need help, contact the Undergraduate Professional Communication Program (UPCP) for undergraduate students or Olivia Kulisz, Corporate Relations Manager, for graduate students and we can assist.
    - Show up at your appointed time!
- 2. Research participating companies/ organizations:** Take time to review the companies/organizations attending. Think about relevant questions you’ll want to ask. Employers look for candidates who are curious and ask questions. They want to know if you have done your research. Perform a preliminary review to determine which employers and their position(s) interest you. Think about their mission, culture and

how you can utilize your skills and experience to help them reach their goals.

- 3. Documents and Materials:** Be prepared to provide a polished resume to the employers you meet with. Use the Resume Template located on our [website](#). Schedule an appointment with the UPCP to have them review your resume.
  - Polished copy of your resume ready to share online
  - Notebook/portfolio/pen to write down notes
  - Questions for the representatives
- 4. Attire & Presentation of Self:** Although you will not be traveling it is still important to dress professionally and look well groomed. Employers recognize when you have taken the time to present yourself in a professional manner. Whether we’re meeting via phone or virtually, we tend to be more professional when we dress the part.
  - Solid color blouse/top
  - Suit jacket and tie (optional)
  - Limited jewelry
  - Neat, professional hairstyle
  - Dress professionally from head to toe. Whether we’re meeting via phone or virtually, we tend to be more professional when we dress professionally.
- 5. Technology:** Make sure your technology is ready to go. You’ll want to make sure your device can support the virtual career fair. While it is preferable to have camera capabilities in case an employer would like to speak with you face to face, you don’t necessarily have to have a device with a camera. You should always test out your technology and practice the day before the virtual career fair.
  - Plan an IT dress rehearsal the day before to avoid last minute surprises.
  - Download necessary software and familiarize

yourself with how to use virtual platforms such as ZOOM and BlueJeans.

- Leave yourself enough time to clarify any troubleshooting questions you may have.
- Choose your device wisely. To avoid shaky camera syndrome, use a desktop, laptop or propped-up tablet rather than a smartphone that you'll need to hold throughout the conversation.
- Choose your location ahead of time. Choose a quiet space with a backdrop that has minimal distractions. Consider using headphones if you cannot attend from a quiet, private location.

**6. Practice to Prepare for the Fair:** 60 Second Elevator Speech – Your response to the question, “Tell me about yourself?” Your opportunity to express why you believe you are an excellent candidate for company/position.

- Eye contact – Make sure to look directly into the camera when talking with an employer. Avoid looking down, away, or fidgeting with your hands or an item in your hand.
- STAR Method (Situation, Task, Action, & Results) – Make sure you answer questions with this method.

**7. Self-Reflection:** To help you prepare for the event and possible questions from employers, consider your responses to the following questions, think of 2-3 talking points per question:

- Top 3 career(s) or job type(s)
- Why do you want to work at (insert organization)?
- What skills do you have that make you unique for this position/organization?
- How does your education and experience align with our organization's/this position's needs?
- What would your previous supervisor or professor say about you?

## [ DURING THE FAIR ]

### 1. Questions to ask Employers:

- What entry-level position(s) in (mention your career interest) are available at your organization?
- What types of skills and work experience are critical for this position?

- What is the projected growth you anticipate at your organization?
- What type of training opportunities are available for new employees?
- What is the company culture?
- What do you like most about working for (insert organization)?
- What advice would you give for someone looking to work for your organization?
- May I contact you with further questions?

## [ AFTER THE FAIR ]

### 1. Organize & Reflect

- Review the information you've gathered and make additional notes on the employers you've connected with, and which position(s) you would like to apply to.
- Thank You Notes: Sending thank you notes is an excellent way to show your appreciation and express interest in a company/organization.
- Social Media: Business representatives may look at your social networking pages after the event. Make sure your page is appropriate.
- Follow-Up: Stay in touch with the employers that interest you most. Keep the lines of communication open by putting reminders on your calendar to send follow-up inquiries. Review key points that were discussed during your conversation at the fair and send a resume that reflects the skills you have that meet their needs. Send thank you notes and submit LinkedIn add requests within 24-48 hours after the event.

### 2. General Tips and Advice

- Attend the fair to learn more about employers and potential employment opportunities. The sooner you know what employers are looking for the more prepared you will be to submit a resume and cover letter that reflects the skills and qualifications employers are seeking.
- Network with employers and establish contacts with professionals in your field of interest. Fairs offer a rare opportunity to talk with lots of people and develop connections that could potentially lead to employment opportunities in the future.

*\*Note: Attending the career fair does not require you to be ready for an immediate full-time position or internship. A goal for the fair could simply be learning about local employers, potential future employment opportunities and how to use online platforms to connect and network with employers.*