

# MAKING THE MOST OF A VIRTUAL CAREER FAIR

## Helpful Tips for Success

### WHAT'S A VIRTUAL CAREER FAIR?

Virtual fairs offer the chance to video chat and/or instant message with employers for about 10 to 15 minutes through an online platform.

### BEFORE THE FAIR

Like a career fair on campus, **be prepared** ahead of time. Do not walk into a virtual career fair experience without being prepared.

Review information carefully regarding registration, format, preparation suggestions and guidelines. Some virtual career fairs require participants to submit their resume before the event. Know the set up.

### PREPARE FOR THE EVENT

Take time to **review the companies/organizations attending**. This will allow you to spend your time conversing with your targeted organizations.

**Select employers** that interest you. Research their open positions, mission, culture and how your skills and experience will help them reach their goals.

Think about **relevant questions** you will want to ask. Employers look for candidates who are curious and ask questions. They want to know if you have done your research.

Finalize your resume and have a **polished resume** ready to submit online.

Have a notebook and pen, or another method to **take notes**.

### SET THE STAGE FOR SUCCESS

**Practice** your 30-second commercial/elevator speech and interviewing skills.

**Maintain eye contact** by looking directly into the camera when talking with an employer. Avoid looking down, away or fidgeting with your hands or an object.

**Dress appropriately** and look well-groomed even for a virtual career fair. Employers recognize when you have taken the time to present yourself in a professional manner.

Make sure your **technology** is ready to go and your device can support the virtual career fair platform.

Test out your technology and practice the day before the virtual career fair. Check your battery, internet connection, and video/audio tools.

**Choose your location ahead** of time that has a quiet environment and minimal distractions. Consider using headphones if you cannot attend from a quiet, private location.

### DURING THE CAREER FAIR

**Interact with recruiters** in a give-and-take chat around your fit for their position or organization.

Be mindful of your time and **non-verbal cues**. Sit up straight, smile, express enthusiasm in your tone of voice, and lean in a bit at times to demonstrate interest and attentiveness.

At the end, **thank the recruiter** and share the most interesting aspects of their employment opportunity. Also, ask for a virtual business card or email address that shows the correct spelling of the recruiter's name. If the recruiter showed interest, ask for a LinkedIn connection or email to follow up.

### AFTER THE EVENT

**Review the information** you gathered and make additional notes on the employers you connected with, and which position(s) you would like to apply to.

Send a **thank-you email** within 24-48 hours to the recruiters who interviewed you to thank them and reiterate your interest in the role and the unique strengths you could bring to the organization. It is an excellent way to show your appreciation and express interest in a company/organization.

**Stay in touch** with the employers that interest you most. Keep the lines of communication by sending 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.

If you do not receive a job offer, continue checking job listings and researching employers in **Handshake** at [www.csueastbay.edu/handshake-students](http://www.csueastbay.edu/handshake-students)



For additional information, contact Academic Advising and Career Education (AAACE) for a career appointment at [aace@csueastbay.edu](mailto:aace@csueastbay.edu) or 510-885-3621, or visit [www.csueastbay.edu/aace](http://www.csueastbay.edu/aace)