

# Participating IN A VIRTUAL CAREER FAIR - BEST PRACTICES FOR EMPLOYERS

## WHAT IS A VIRTUAL CAREER FAIR?

A virtual career fair is an online event that connects employers and job seekers virtually. Like an in-person career fair, it takes place on a certain date for a predetermined length of time.

Job seekers typically register for the event in advance through the platform. Employers will have an online presence at the fair and may be represented by virtual “booths” that job seekers can visit virtually.

Virtual career fairs are often hosted using software platforms. For example, Co-op, Career and Experiential Education at Brock University has used a virtual platform called CareerEco. Many platforms are now available offering varying capabilities.

During a virtual career fair, employers and job seekers can converse with each other using email, video or chat and employers may offer online sessions to share information about their company and job opportunities. Job seekers may be given the opportunity to share their resume in advance of or during the fair. In some cases, job seekers are offered an online questionnaire to help “match” them with employers and/or opportunities at the fair.

Like in-person career fairs, virtual career fairs can have a general focus and involve a wide variety of employers and opportunities or be more targeted and feature specific types of employers and opportunities.

## HOW IS A VIRTUAL CAREER FAIR DIFFERENT FROM AN IN-PERSON CAREER FAIR?

Virtual career fairs are more convenient than in-person fairs because you can log into the fair from anywhere, eliminating the need for travel. Virtual fairs can also connect you to job candidates that you would not normally be able to connect with in person due to geographic distance.

## AS AN EMPLOYER, DO I NEED TO REGISTER FOR THE VIRTUAL CAREER FAIR?

Yes, and you are encouraged to register early. Early registration provides ample time for students/grads to review your company/ organization information and research the opportunities you are offering. As an employer registering early provides you ample time to become comfortable with the event platform and technology required to participate (i.e. chat sessions, webcam) and navigate the virtual event.

## I HAVE NEVER PARTICIPATED IN A VIRTUAL CAREER FAIR BEFORE. HOW DO I NAVIGATE THE VIRTUAL FAIR?

All virtual fair platforms have their own ways of navigating the virtual fair and outcomes. CCEE currently hosts virtual career fairs through the CareerEco platform and provides tutorials on how to use the platform. Most virtual career platforms offer tutorials and/or webinars on how to effectively utilize the platform to be successful.

## HOW CAN I ENCOURAGE JOB SEEKERS TO ENGAGE WITH MY COMPANY/ORGANIZATION?

Register for virtual career fairs early and upload your company or organization's information to the platform. By registering early, you will give job seekers the opportunity to view your information and opportunities you include on your company/organization page ahead of time. Remember that the more information you share, the more receptive potential candidates will be engaging with you at the event. Thoughtfully map out the information and resources you will include on your company/organization page. Be creative and make your page stand out amongst the others.

Consider including "a day in the life" videos or video presentations about your recruitment team. High quality logos and pictures of your employees will help to sell your opportunities and encourage job seekers to engage with you during the event. Be sure to link to any specific content on your company/organization website that you want candidates to access rather than simply posting your website URL.

## OUR JOB POSTINGS ARE ALREADY POSTED ON OUR WEBSITE. DO I NEED TO RE-POST THEM ON THE VIRTUAL PLATFORM OR CAN I JUST POST A LINK TO OUR WEBSITE?

We encourage employers to include their job postings on the virtual career fair platform to ensure a seamless experience for job seekers and increased levels of engagement. Most virtual career fair platforms also provide job seekers with the means to upload application documents for a specific job posting. This will provide a more organized, efficient method for managing the job applications for your organization.

## IF I AM ASKED TO PROVIDE A TOPIC FOR MY CHAT SESSION AT THE VIRTUAL CAREER FAIR, WHAT ARE SOME SUGGESTED TOPICS?

Chat sessions are a prime means to connect with potential candidates. The following are suggested chat session topics that can help engage job seekers:

- Connect current employees (where possible, include alumni from the host institution) with job seekers via "A Day in the Life of..." chat session.
- Advertise current employment opportunities that align with industries or programs of study. Such as, "Looking for a career in bio tech?" OR "Are you a new grad in the social sciences? We want to talk to you!"
- Chats with company leadership: "Live chat with the CEO."
- Recruitment pipeline engagements: "Not graduating until next year? Want to know about future opportunities with XYZ company?"

## SHOULD MY COMPANY/ORGANIZATION HOST MORE THAN ONE CHAT SESSION DURING THE EVENT?

Depending on company/organization and staff availability, you can host more than one chat session throughout the day. This could allow job seekers to plan their time at the virtual career fair effectively and avoid conflicts with other chat sessions, giving you more visibility and access to potential candidates.

## HOW CAN I MAKE THE MOST OF MY CHAT SESSION?

Consider the following tips for a successful chat session:

- Ensure you log into the chat sessions on time.
- When you log into your chat, provide a welcome greeting for job seekers and introduce yourself.
- Take notes about job seekers/students during the chat sessions; most virtual career fair platforms provide a means to track this information for review following the session.
- Provide next steps for job seekers in the chat sessions; such as if they will be contacted for an interview and when and how they will be contacted.