FOSTER
SCHOOL OF BUSINESS

UNIVERSITY *of* WASHINGTON

Virtual Career Fair on October 28, 2021
Tips on how to Prepare for and Engage during the Event

What's Recommended Prior to October 28:

- **S**ign-up for our 1:1 chat with an employer **as early as 1 week before October 28**
  - Login to the career fair in the upper right corner with your email and password
  - Visit a specific employer booth and click on "Reserve a Chat Slot"

  - Pick an available time slot with the employer
  - Employer will confirm or reject your request.
  - If confirmed, show up to the booth at the appointed time, and the employer will start the chat when ready.
- Update your LinkedIn profile if needed (particularly if you're job-seeking).
- Write a 2-3-sentence professional introduction to use in chat conversations during the event. What should it contain?
  - Your Foster graduate program
  - Your interests and a description of your background in relation to that interest
  - The most relevant and compelling elements of your experience and areas of strength: the problems you are good at solving; the work you love to do; what you are known for; qualities that set you apart
  - Reference: Perfect Pitch: How to Nail Your Elevator Speech
- Review the Virtual Career Fair schedule:
  - Reserve time on your calendar on October 28 (between 12pm-5:30pm PT/3pm-8:30pm ET).

- If you cannot attend a webinar during its scheduled time, **recordings will be available for 30 days following the event**. Simply log in to the Virtual Career Fair website, return to the Auditorium (details below) and click on 'Play' to watch.
- Using the registered company list (we'll have the list of companies soon), **conduct research** on those that interest you. Look up company representatives on LinkedIn, to learn more about their roles and career paths.
- Develop 1-2 questions for companies that you want to chat with during the event.
- Make sure you have selected and prepared the space where you'll engage in the event. Company representatives have the option of requesting a video chat, so you will want to make sure your setting and background are appropriate, as well as ensuring it will be quiet and you will be uninterrupted.
- Make sure you have a stable Internet connection and device (ideally, a computer with webcam).
- If you need to **add your resume *after* registration**, simply log in, click the arrow next to your name to Edit Profile, and add your pdf or Word doc resume.

Action Steps on October 28:

- Dress professionally (just in case a company representative asks to engage via video chat).
- Settle into your prepared 'space' and log in to the Virtual Career Fair between 12pm-5:30pm PT/3pm-8:30pm ET:
    1. use the link provided in your confirmation email
   2. click on "Login" in the upper right with your email and password:

IMPORTANT: The **Virtual Career Fair environment will open at 12:00 pm PT/3:00 pm ET** to allow you to familiarize yourself with the navigation and review company materials and job postings. **Booth representatives will not be available until 2:30 pm PT/5:30 ET.**
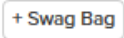
Navigating and Participating in the Virtual Career Fair:

The two ways to interact with companies are (1) in chat rooms inside their individual booths and **(2) by attending webinars.**

- After you log in, you will enter a Lobby that functions as a launchpad to the rest of the event:
    - **Exhibit Hall**, where **company booths** are located
    - **Auditorium**, where **webinars** are listed and accessible at their respected times
    - **Tech Support**, which accesses a staffed chat room, in case you have technical issues
- In the **Exhibit Hall**, scroll right or left to view -- and then click to visit -- company booths that most interest you.
    - Each booth includes information the company has chosen to share, including open positions if appropriate; types of information will vary depending on the company. Make sure you review that information if you're not already familiar with the company.
    - If that company has open positions, you can see those by clicking on "Jobs."
    - To move from booth to booth without returning to the Exhibit floor, click "Previous" or "Next" on either side of the company navigation bar below the booth.

- To **engage with company representatives in the booth**, click on the Chat tab, which opens the group chat window in a new browser window. (Please note: The group discussion is public; all previous messages are visible.)
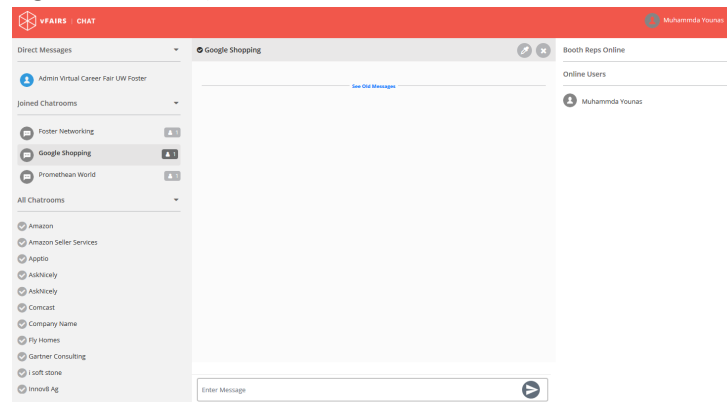
  - You will see the names of the company representatives who are currently 'live' in the booth on the right-hand side ("Booth Reps Online").
  - To engage, type your message into "Enter Message" and click the arrow.
  - A company representative **may invite you to a 1:1 chat or video call**, to have a more private conversation. This will show up in the Direct Messages section of the company's chat room at the top of the left-hand column, so be sure to check that regularly. (You can accept or decline the invitation.) **Note: To reserve a 1:1 chat in advance of the fair, please see the directions at the top of this document.**
  - All chat rooms that you've joined are also listed in the left-hand navigation, as well as "All Chatrooms" list, which allows you to quickly go to another company's chat room to explore and interact.
  - Companies may also ask to see your resume, which can be shared in a 1:1 chat via file-sharing, if you would like. If you uploaded a resume during registration, they can view, save or download it, but they may ask you directly to save time in the midst of conversation.
    - If you need additional time to tailor your resume to specific job requirements or to update it, be sure to ask for their contact information and commit to sending it within a few business days.
- In addition to the main event sections, here are helpful items in the **top navigation bar**:
  - **Resources** -- Visit this area to find all company-provided documents in one location, sortable by company.
  - **My Swag Bag** -- As you explore company booths (and Resources), you will see the option to add items (company materials, for example) to your Swag Bag. **Important**: you **must email your Swag Bag contents** to yourself **before May 21** when the event website closes.
  - **Video Vault** -- This lists all videos provided by the participating companies (or you can access them individually in each company's booth).
  - **Foster Networking** -- Go to this group chat area to interact with other Foster students and alumni attending the event, if you'd like. (Career Services staff may also be 'hanging out' in this chat room periodically, in case you have questions.)
  - The **Jobs** tab will reveal a list of all the open positions submitted by participating companies (likely a more select list than what appears on their own Careers websites).

The positions are listed by company and searchable by keyword in the 'Title' bar. You can also see specific jobs within company booths if they have provided them.

- If you experience technical issues during the event, **return to the Lobby and click on Tech Support**, which will allow you to chat with the support team and find a solution.

What to do After the Event:

- Follow up with company representatives, if appropriate, based on your conversations through LinkedIn or directly, if they have shared contact information.
- Make sure you download documents, watch webinar presentations, view company videos or review open positions and company information **before the event website closes on November 28, 2021**.

Additional Items to Note:

- Companies can search attendee profiles based on the information you provided during registration (e.g., your functional area of interest), before, during, and after the event.
    - If you uploaded your resume during registration, they will also be able to view that, along with the contact information (email, LinkedIn URL, etc.) you provided.
- A company representative can have multiple chats going on at the same time (similar to a Whatsapp chat where 1:1 and group chats can occur simultaneously). We encourage you to be patient with response times, as company representatives may be handling lots of conversations simultaneously.
- Remember to be careful with your typing, to avoid misspellings and grammatical errors.