Virtual Fair Success

In This Presentation

Topics to be discussed:

Virtual Event Set Up

Researching Companies

Checklist for Virtual Fairs

Live Interaction

Resources

Prepare Your Space

What To Do

For virtual fairs, you will want to make sure your technology is functioning properly. Test your internet reception, webcam, and microphone quality. Also, make sure to have backup options if technical glitches occur (i.e. a smart phone to log in through mobile). Although we recommend desktop/laptop for best experience.

You should also make sure to find a clean, quiet, well-lit space.

The Importance of Researching Companies

Know who will be there

Review the list of registered companies and identify organizations you are most interested in pursuing.

What to focus on

Focus on history, mission, culture, products, services and skills valued.

Target companies of interest

Do some research and explore the companies that interest you and why they interest you.

Prepare questions

Prepare a list of questions for each employer based on your research of the organization.

Do Your Research

Visit the **organization's website** to learn about their mission, vision, and values. Make sure you understand what products or services they offer.

Use resources like **Indeed** and **Glassdoor** to read about other people's experiences.

Watch for current news stories or announcements related to the company.

Study Time

See What They See: Log in!

...and take control of your professional identity

Your Linked In profile is like an extended version of your online resume, a kind of portfolio. It tells a story of your professional experience, all of it!

Be sure to check out what it looks like when the employer clicks your personalized URL. You may also want to do some defensive Googling.

What comes up when you search your name?

At the Virtual Fair

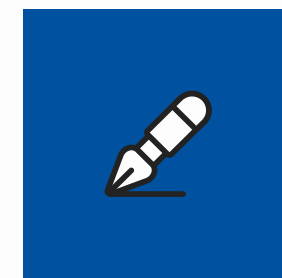**Now What?**

- Be Prepared

- Visit virtual booths

- Engage with employers & job seekers

- Have your Personal Pitch and LinkedIn URL ready

- Note names and connections for follow-up

Checklist - What to Bring

Word Document:

- **Personal Pitch (to easily copy and paste from)**

- **Notes**
  - **List of companies of interest with research notes on each**
  - **Questions for companies of interest and potential answers**
  - **A section to paste important links or names**

Files:

- **Resume**
- **Cover Letter**

Optional Additions:

- **Copies of certificates, transcripts or special licenses**

Engagement during the Fair

Live Q&A and Webinars

Be sure to post in the Live Q&A of webinars so you can engage with the guest speakers. Then you can mention their presentation when you go to connect online!

Live Chat

Many virtual booths will have a Live Chat where you can connect with others interested in the same booth. You could post your personalized URL here too!

Private Chat and Reservations

You can click on the name of a representative in the Live Chat to request a private chat and send a message. Some reps will also have time slots available for reservation!

Research and Invitations

Take a look at the employer booths and do some research by going through the tabs they have before joining the chat. Send invitations to all of the representatives you'd like to stay connected with!

Questions to Ask:

- Ask About a Particular Role
- Ask About the Hiring Process
- Ask About Their Experience

- Ask About Growth and Development
- Ask About the Company's Products or Services
- Ask About the Company's Recent Events or News

- Ask About Company Culture
- Ask About Diversity and Inclusion Strategies
- Ask How You Can Stay in Touch

Overall Tips

To Help You Standout

Practice your introduction	Use professional communication	Send thank-you notes and maintain contact
Research the companies using different resources such as their website, LinkedIn profile, online articles, and any other social media profiles.

Keep your introduction specific to how you can meet their needs. | Update your resume and social media profiles. Have your resume ready to submit online to recruiters and hiring managers.

PDF is safe to have on hand because it avoids any digital re-formatting issues. | Make a list of all the companies you submitted your resume to and the names of the company representatives you made connections with.

You can use this list for reminders when following up. |

Resources

Meet us online!

Website:
www.arriveprepared.ca

SOPA Saskatchewan

LinkedIn:
SOPA Newcomer Network

Questions?