



## 1. Register ahead of time

You are going to want to register beforehand. Not only will this prevent any last-minute hiccups before the career fair, but it will allow you to get a glimpse at the employers participating in the fair. Which leads us to our next tip...

## 2. Research participating organizations

After registering, take some time to review the organizations attending the career fair. You will want to get an idea of some of the companies you would like to meet with. You also do not want to walk in unprepared—learn about the companies and think of questions you will want to ask.

## 3. Prepare your resume

This is a no-brainer, yet so important. Because you are going to provide your resume to employers you meet with, you are going to want it up-to-date and spotless for the optimal first impression.

## 4. Practice your pitch

How will you introduce yourself? Why are you interested in the company? What types of positions are you seeking? How is your previous work experience relevant? What do you plan on asking the representatives at the virtual career fair?

You will want to spend some time mulling over questions like these so you are ready to answer them without hesitation when the time comes. Your well-thought-out responses could impress a recruiter—and even allow you to stand out from the crowd of applicants.

## 5. Make sure your technology is ready to go

You will want to make sure your device can support you in 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 do not necessarily have to have a device with a camera.

You should also try a dry run the day before the virtual career fair to ensure smooth sailing on the big day, advises Chris Brown, vice president of Human Resources at [West's Unified Communications](#).

“Plan an IT dress rehearsal before to avoid last minute surprises. Also, be sure to download necessary software for the fair if need be. Install these a day early, leaving enough time to clarify any troubleshooting questions you may have.”



He also advises attendees to think long and hard about the type of device they plan to use.

“Choose your device wisely. To avoid shaky camera syndrome, use a desktop, laptop, or propped-up tablet rather than a smartphone that you will need to hold throughout the conversation,” he says.

You may also want headphones if you cannot attend from a quiet, private location.

### **6. At the virtual career fair**

Once you log in, how can you stand out from the crowd at a virtual career fair? Here are a few pieces of key advice.

### **7. Wear a professional outfit**

You can expect to interact with employers at a virtual career fair through chat functions. However, some employers may wish to speak with you face to face. Make the most out of this opportunity to make a connection by looking professional and presentable.

### **8. Attend from a distraction-free environment**

In addition to your professional attire, you will also want to plan out where you will be attending the virtual career fair from. A quiet location is ideal—and camera capabilities mean that you will want to ensure its distraction-free for employers.

### **9. Be ready to put yourself out there**

At virtual career fairs, it is more important to exert yourself to make connections.

Once an employer engages you in a chat, the ball is in your court to introduce yourself and ask questions about the organization and open positions. Attendees must present themselves to employers and feel confident doing so.

### **10. Use clear, professional business communication**

Being a virtual career fair, much of your communication will be done through written interactions in the chat function of the platform. To make a great first impression, you will want to demonstrate articulate written communication.

### **11. Demonstrate strong body language in video chats**

Just like in a traditional career fair, you will want to present yourself as a confident and competent job seeker. One way that



employers pick up on this is through your body language. If you are on a video chat with a recruiter at the virtual career fair, you will want to stay conscious of your body language.

### **12. Ask for next steps and contact information**

When talking to recruiters at the career fair, do not hesitate to be forward and offer to send a copy of your resume. You can also ask about the next steps in the process—whether that means getting in touch with human resources, filling out a job application or sitting down for a formal interview.

Before parting ways with a recruiter, be sure to take down their contact information. Some employers may have it uploaded and accessible within the virtual career fair platform. If not, ask how you can stay in touch. You will need this information for following up after the virtual career fair.

### **13. After the virtual career fair**

Do not let your efforts go to waste by neglecting to follow up with connection after the virtual career fair.

### **14. Reach out the next day with a thank you**

Whether it is an email, phone call or hand-written thank-you note, be sure to reach out to the connections you made at the fair, thanking them for their time and further expressing your interest.

Because recruiters at career fairs come in contact with many candidates and resumes, you can use this chance to refresh their memory and remind them about why you're a promising candidate, why you're interested in the company and the skills or experience you bring to the table.

You may also want to send them your resume if you have not already, along with your portfolio or work samples if you have any. You can also stay in touch by adding the recruiter on LinkedIn."

\*\*Tips and article pulled from <https://www.rasmussen.edu/student-experience/college-life/virtual-career-fair-success/>.\*\*

*We wish you the best of luck at this virtual fair! Thank you for your participation.*