



# Participating in a Virtual Career Fair

The step-by-step guide

# How to get started

## Accessing the event

1

You need a Recruiter account. This is easily created - if you already have one, just log in. You can invite your colleagues at a later point - just make sure that you and your colleagues have registered under the same company account.

2

Next, you need to find and register for the event. Events are located in the event tab of your Recruiter page. Be sure to log in through the link that your event organisers provided you with.

3

Once you have registered you should start setting up your stall. You'll find detailed instructions further in this document.

4

You may add the career opportunities that you want to bring with you to the fair. This is done easily as part of the stall setup interface.

5

Once you are happy with your stall, you can set your stall online - then students can access your content and start their preparation.

# Virtual Fair Guide

## How to Set Up a Stall

# Virtual Career Fair

Set up your stall

**Some tips before you get started...**



## **ADD A PHOTO TO YOUR PROFILE**

If you add a picture to your profile, you are more likely to get more chats because candidates can see the people sitting on the other side.



## **POST YOUR JOBS IN TIME**

Always include relevant jobs and put them online at least 10 days before the event. This will give you more job views and applications.



## **PREVIEW YOUR STALL**

Use the preview function to preview your stall so that everything looks great and be sure to include all relevant jobs.



## **PUT YOUR STALL ONLINE**

Your stall will be visible to candidates when you have put your stall online. Especially if you have jobs attached, you can get more applications.



## **USE ONE OF THE FOLLOWING BROWSERS**

We only support updated Google Chrome, Mozilla Firefox or Microsoft Edge.



## **USE THE CHAT TOPICS**

Make full advantages of the 4 chat topic slots to improve participants engagement with you. This will also help you organise the incoming chats.

# Virtual Career Fair

Set up your stall

All events

Upcoming events

Past events

## Your upcoming events

8  
Jan

TEST

8:00 to 18:00 CET 1 company

### Example event

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Register

Find and register for your event

Online talent

All chats (0)

My chats (0)

Video conversations

Stall settings

LIVE Presentations

### Let's start easy, how do you want to set up your stall?

Start from scratch  
Start with a clean slate and upload your content

Import content from a past event  
All information and materials from previous stall will be imported

#### EVENTS

Search a past event

Student Job Fair 2020

European Junior & Graduate Careers VCF

Student Job Fair 2020

Student Job Fair 2020

Graduate Virtual Career Fair

Open Day 2020

Add your content from scratch or use content from previous events

# Virtual Career Fair

## Set up your stall

Online talent All chats (0) My chats (0) Video conversations Stall settings LIVE Presentations

Preview stall  Stall online

Graduateland

1 Meet the team

4 Jobs online

WELCOME IMAGE  
Upload an image here

Talk to us about

JOB OPPORTUNITIES CSR WORK CULTURE OTHERS

INTRO TEXT  
Write something about the company

INTRO MEDIA  
Showcase an image or video here

MEDIA REEL  
Showcase your companies' images or videos here

VIDEO CONVERSATIONS  
Set up some slots for participants to book a call with recruiters

Preview your stall and when it is ready, put it online!

Scroll through your stall to add all the content, such as text and images by clicking on the green buttons or pen icons

Add time slots for candidates to book video calls with you and your colleagues

# Virtual Career Fair

Set up your stall

Add jobs to your stall or import them from other events you have attended

**Stall description**

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquod ex ea commodo consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"

**Question 1**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Question 2**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Question 3**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.


**4 AVAILABLE JOBS**

<b>Test</b> Graduateland Full-time   Copenhagen <a href="#">Create user to see matchescore</a>	<b>Partnership Manager</b> Graduateland Full-time   Copenhagen <a href="#">Create user to see matchescore</a> 🕒 Posted 1 week ago
<b>Client Consultant (DK)</b> Graduateland Full-time   Copenhagen <a href="#">Create user to see matchescore</a> 🕒 Posted 1 week ago	<b>International Client Consultant (EMEA)</b> Graduateland Full-time   Copenhagen <a href="#">Create user to see matchescore</a> 🕒 Posted 1 week ago

Invite your colleagues to the chat team; if they do not already have a profile, you can add their details and they will receive an invitation email

Customise the chat topics to optimise your view of incoming chats

**TEAM**



Victoria Note  
Customer Success Manager

**TALK TO US ABOUT**

<b>JOB OPPORTUNITIES</b>	<b>CSR</b>	<b>WORK CULTURE</b>	<b>OTHERS</b>
--------------------------	------------	---------------------	---------------

**RELEVANT DOCUMENTS**

Upload relevant documents users can download

[UPLOAD DOCUMENTS](#)

Share documents with the participants by adding files to your stall

# Virtual Fair Guide

## How to Chat & Interact



# Virtual Career Fair

## Chat and Interact

Some tips before you get started...



### BE PROACTIVE AND REACH OUT

Any time that you are not spending on answering questions should be used to reach out to new potential candidates.



### SHARE THE RIGHT JOB LINK

When chatting, be sure to share links to job ads on our portal as opposed to your own career site. You will avoid confusion and receive a more accurate data report after the event.



### SHARE AND PROMOTE THE VCF

The more you alert your fans and followers on social media that you are participating, the more candidates you will have to chat with at the actual event.



### DECIDE WHO'S WORKING THE EVENT

We usually recommend 3-5 team members to make the most out of the event. If you're in doubt, reach out to your account manager for a recommendation.



### ORGANISE YOUR TEAM MEMBERS

Decide who's in charge of your different topics. One person should have the full overview of the chats and appoint the suitable team member to the incoming chats.

# Virtual Career Fair

Chat and interact - Candidate overview

Online talent

All chats (0)

My chats (0)

Stall settings

All events - Work abroad - VCF | 20 November 13:00 to 16:00 CET

Visual overview

Sourcing

Click on 'Sourcing' to get the full list of candidates!

1143  
CANDIDATES ONLINE NOW

## Engagement the last 7 days

14,350 candidates in total

550

VIEWED YOUR JOB

68

APPLIED FOR YOUR JOB

12,745

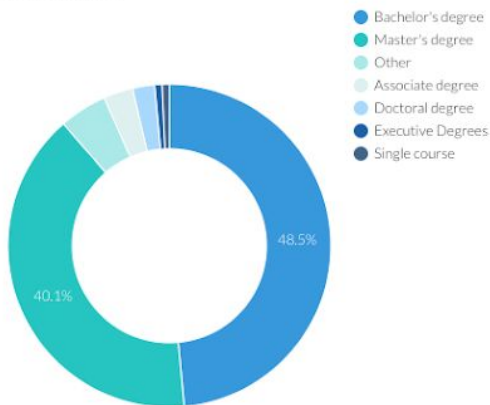
NEW FOLLOWERS

987

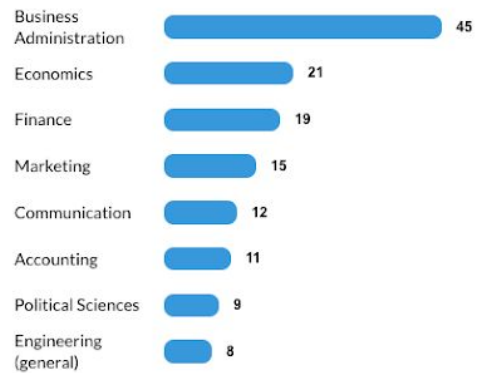
VISITED YOUR EMPLOYER PROFILE

## Who are these talents?

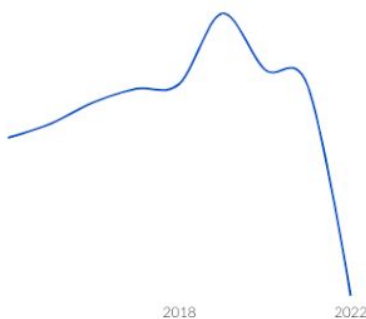
### DEGREE LEVELS



### DEGREE MAJORS



### GRADUATION YEAR



### RATIO BETWEEN STUDENTS/GRADUATES

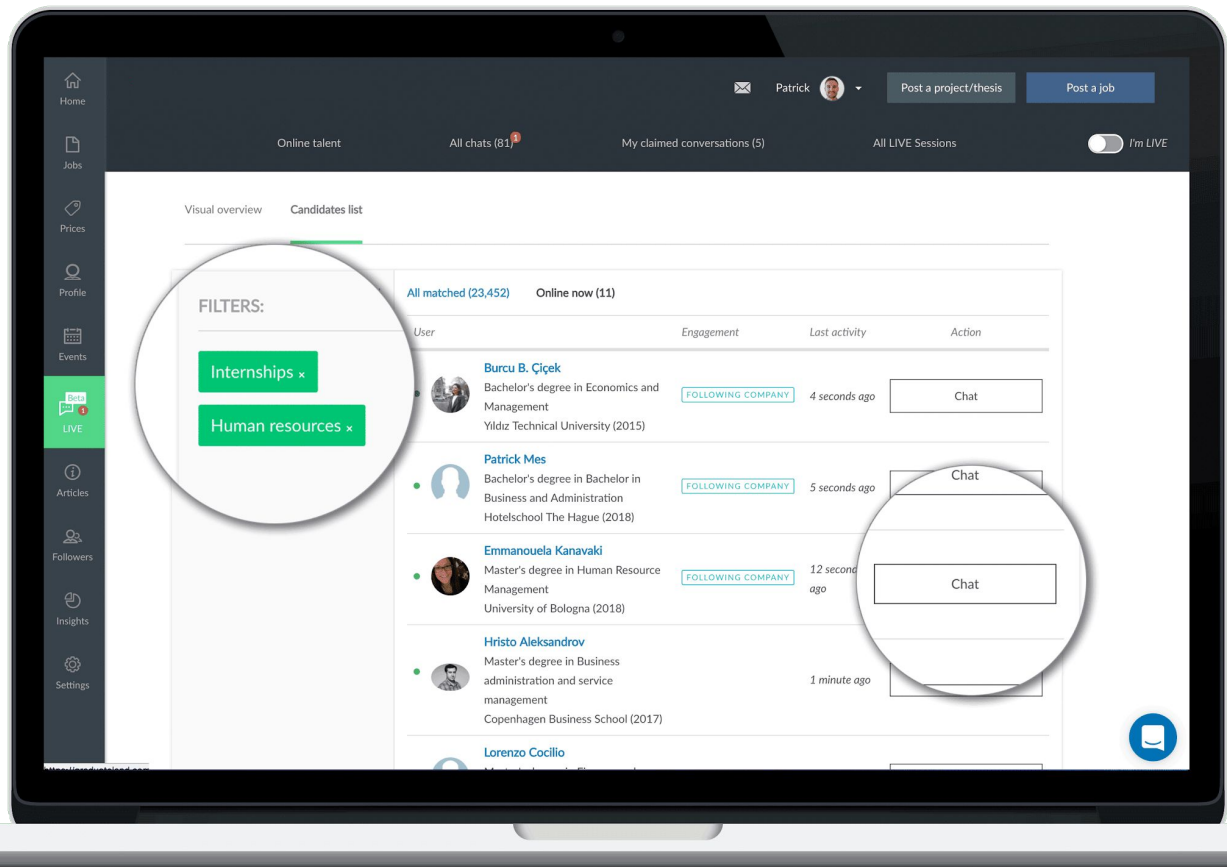


All this information can be used as potential filters to find the right candidate!

## What are the online candidates looking for?

# Virtual Career Fair

## Chat and interact - Source candidates



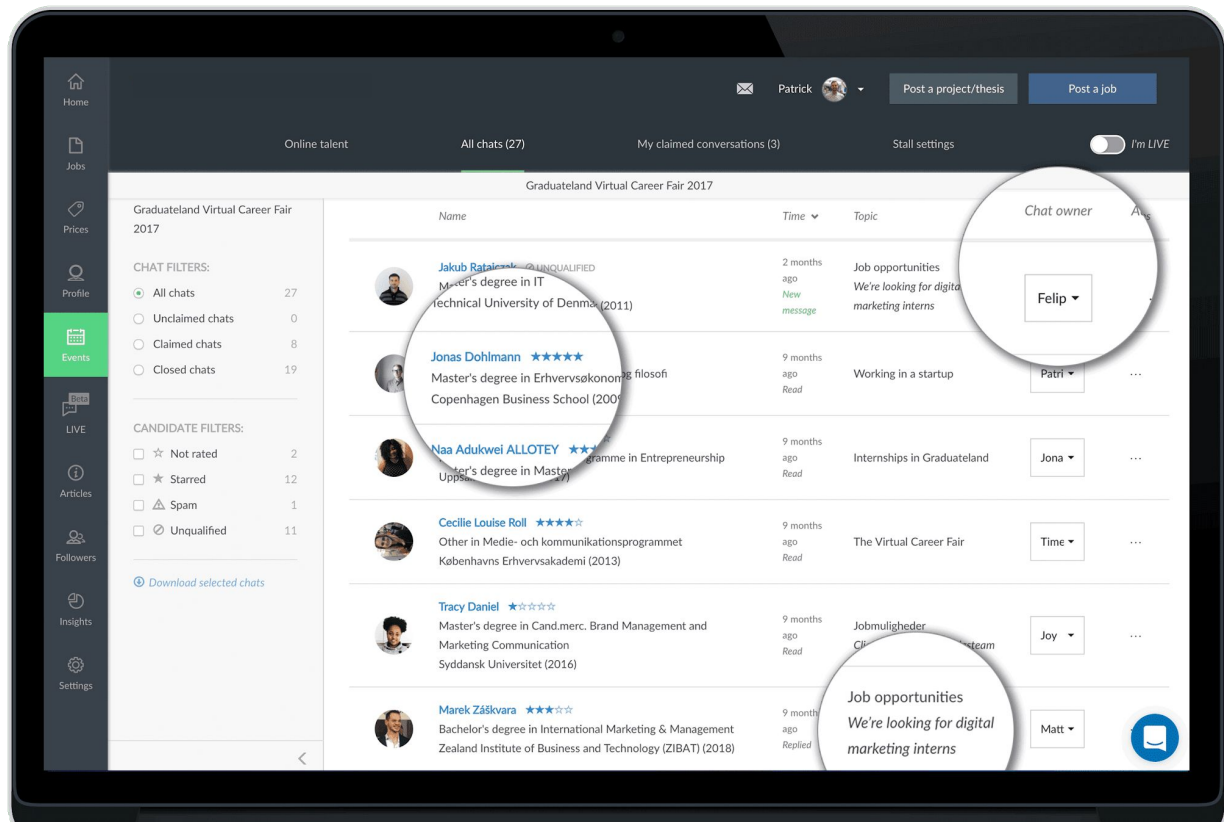
Source all participating users to ensure that your target groups is relevant



Initiate instant chats with candidates that live up to your criteria

# Virtual Career Fair

Chat and interact - All Chats



Get all conversation in chronological order with easy overview of candidates



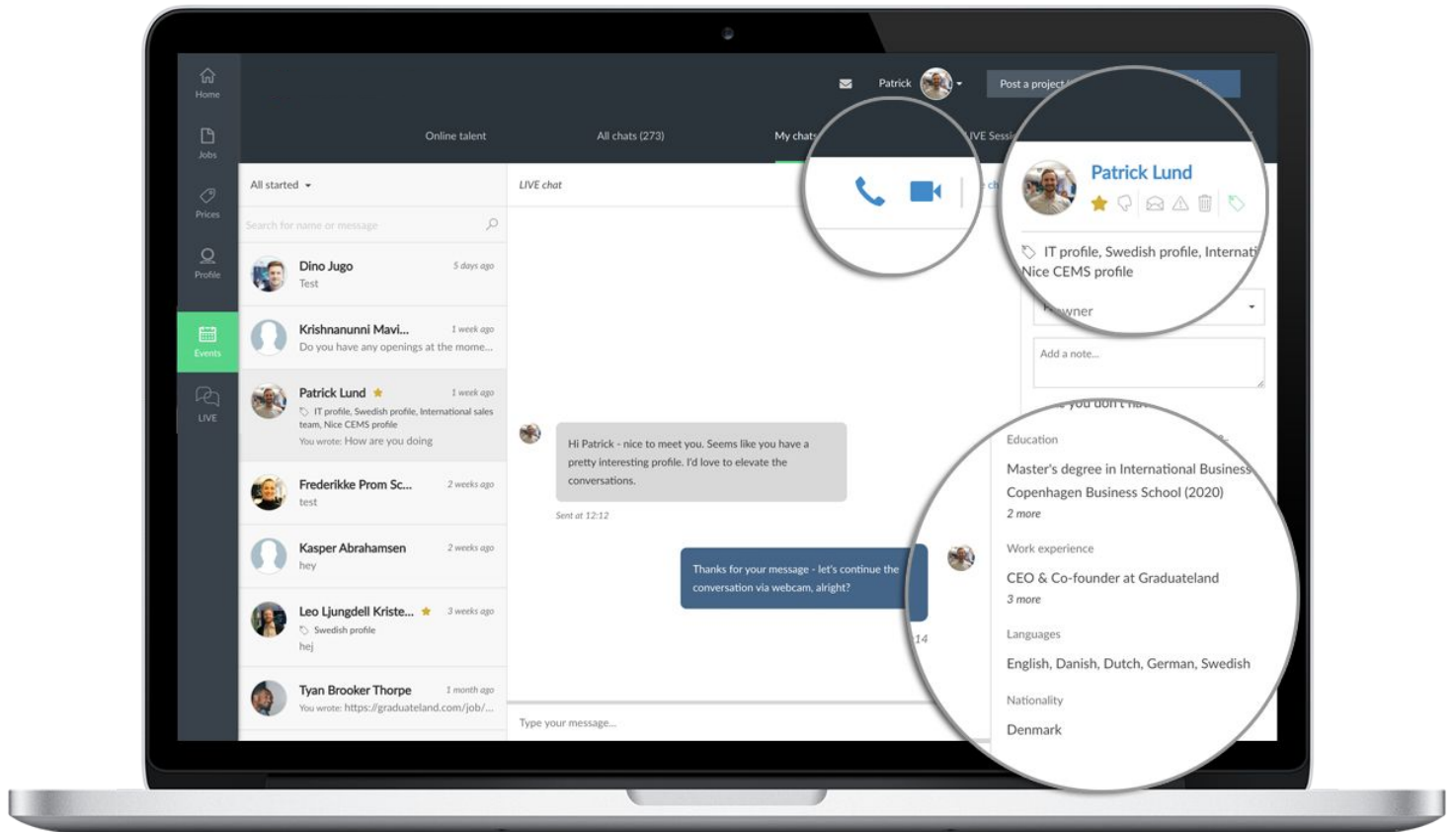
Claim relevant chats and hand over to colleagues when necessary



Understand what topic candidates accessed your stall from in order to distribute conversation to relevant colleague

# Virtual Career Fair

Chat and interact - My Chats



Elevate chat conversation to video engagement with one click



Manage your top candidates with labels and stars for post-event talent management



Get both quick view and full access to user profiles and CVs for immediate meaningful conversations