Virtual Job Fair Tips

In this guide you will find information on how to prepare for a virtual job fair, what to expect once in the platform, and how to get the most out of your experience. Each virtual event platform will vary, so be sure to research that specific program before your event.

Entering the Networking Event

Be sure to test out the software and your internet connection before the beginning of the event. We recommend that you log in the day before a virtual event, if possible, to become familiar with the platform and explore the list of participants to best prepare for your interactions.

Pre-Event Preparation
Do Your Research

Take a look at the list of attendees and explore the opportunities available. Prioritize the list of participants to make the most of your time at the event. Finally, come prepared with questions that show you have done your research and convey your level of interest in and knowledge of the company's opportunities.

What to research:
- Organization's mission, vision, value statements/company culture
- Products, services offered
- Types of clients/customers
- Positions available and hiring for during event, including desired skills and experience requirements

Don't Ask These!
- "How much do you pay?/What benefits are included?"
- "So what does your organization do?"
- "Do you have any [major/career] positions?"
- "What are you hiring for?"
- "What do you have for me?"

Be sure to have your research either printed or on a separate technology source (tablet, etc.). Running multiple programs could cause your computer to slow down or be distracting when having multiple conversations.

Perfect Your Introduction

Your first connections with contacts will often be through a public text chat, so take some time to perfect your introduction prior to the event. Have it handy so you can easily modify it for each participant you speak with. Make sure your introduction addresses specific position types and how your interests and skills align with that contact's needs, and keep it brief.

Good Introduction Examples

"My name is Cameron Doe. I am a sophomore in the Mass Communication major and I have dual concentrations in advertising and public relations. I have been running the marketing and social media for my student organization for the past year and recently earned a certification in social media through LinkedIn Learning. I would love to learn more about the social media internship (Req ID: 1111111) that you currently have available."

"Hello James, I'm Jane Smith. I am a senior in the Family Studies major with a concentration in services to children and youth. I have experience working with children and teens on the Autism Spectrum and I'm very much interested in pursuing a career with ABA therapy. Would you be open to sharing your experiences working in the field?"

Set-Up For 1:1 Chats

Be sure you are set-up for video and/or audio one-on-one conversations with participants. Dress professionally, choose a location with bright lighting, a plain background to minimize distractions, and minimal background noise. Each platform is different, so be sure to check if you have video, audio, or chat-only options for one-on-one conversations.

Professional Tips

- Avoid emojis when communicating with employer participants.
- Watch for typographical errors - especially when tailoring your "pitch" for each introduction. If you're using copy-paste functionality, be careful to edit and proofread for each new contact you make.
- Be patient for a response - participants may have multiple conversations going at once.
- Don't forget to ask participants for the best way to follow-up with them after the fair and thank them for their time!

For more information on networking, check out our other handouts at
https://www.towson.edu/careercenter/students/searchskills/networking.html

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