

2021 Virtual Career Fair Prep Cheat Sheet

Tech Check - Get familiar with Handshake - know how to access the Virtual Fair and your schedule of 1:1 and group sessions, as well as how to search for employers and jobs.

Do Your Research - Look up the employers at the fair and be sure to take time to learn about each one you plan to interact with. Have a question or two ready to ask them based on what you learn. Look for recruiters on LinkedIn & Handshake and reach out to express that you're looking forward to seeing them.

Dress the Part - Present yourself as if we were in person for the fair. Dress fully - you never know if you'll have to get up for something real quick and you don't want to be business on the top and PJs on the bottom. Avoid bold patterns or busy backgrounds as they can be distracting on camera.

Be Camera Ready - Test your lighting with the chosen outfit and desired background to ensure everything looks good. Check for any glares. Sit at the right distance and angle - not too close, not too far, not too above or below the camera. Make eye contact with the employer on the screen.

Make a First Impression - Show up early. Close extra tabs and eliminate distractions. Be ready with intentional questions, to start a conversation and keep it going.

Sample starter questions:

- What was one of your accomplishments from 2020?
- How was your summer?
- What are you looking forward to today?
- What are you reading these days?
- *Genuine compliment*
- What are you looking forward to right now?

Sample professional questions:

- What made you want to get involved with (company)?
- What keeps you with the company?
- How do you spend your time outside of work?
- How have you grown from working with this company?
- What was your career journey like and how did it lead you into the position you're in now?

Be Ready for Questions - Your conversation with an employer is a form of an interview. Be ready to share about yourself in an intentional and strategic way.

Sample questions they may ask:

- What did you do to stay productive over the summer/winter break?
- What have you been working on?
- What are your strengths/weaknesses?
- What do you see yourself in 5 years?
- What is your ideal work environment?
- How do you schedule/prioritize your work?
- Describe your communication style.
- Do you have previous experience working remotely?

Follow Up - Connect with employers on LinkedIn and/or get their contact info. Within 48 hours, send an email or message highlighting what you enjoyed about your conversation and thanking them for their time. Write down something unique about the conversation right after it so you can personalize your follow-up message. Don't copy and paste your outreach, especially not to two different people at the same company.