

Participating at the Virtual Career Expo

Best Practices for Students

WHAT SHOULD I DO ON THE DAY OF AND DURING THE EVENT TO ENSURE I MAKE A GREAT IMPRESSION?

- 1) Dress professionally. Be ready to be on camera and make a great impression because employers may want to chat with you using video.
- 2) Be professional appropriate online etiquette is essential. Always test your technology before logging in, communicate clearly and confidently, give people and presentations your full attention, eliminate any potential distractions, be mindful of your body language, and maintaining eye contact with your webcam. Professionalism also includes what you say. Whether you are speaking through audio/video or in the chat function, avoid slang, abbreviations, and common text language such as: hey, what's up, lol, brb, b4, ppl, and so on.
- 3) Take notes and record contact information for follow up. Be prepared to take written or typed notes to capture important information you may want to refer to after the event, like names and contact information for people you connect with. If they do not offer their contact information, be sure to politely ask for it.

Some additional tips include: Consider using headphones to avoid outside noise, ensure the lighting in the room allows people to see you clearly, and avoid a messy background

WHAT SHOULD I DO AFTER THE EVENT?

- 1) Reflect on the conversations you had with individuals at the event and use LinkedIn to connect with those you had a good conversation with and/or you have more questions for. It is recommended that you do this on a desktop device (rather than mobile) so you can write a personalized message when you request to connect with these individuals via LinkedIn.
- 2) Send personalized thank you messages to the individuals you connected with either via LinkedIn or email. In your message, remind them about your conversation and what piqued your interest in their company. If you would like to follow up with the employer, you should also include this request in your thank you message.
- 3) Prepare and submit applications for any opportunities of interest according to the employer's application instructions. In addition, be sure to mention that you connected with the employer at the virtual career fair and why this piqued your interest in your cover letter.

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Sample Questions to ask the Employer during the Career Expo

Questions to ask during the expo

- What kind of skills and experience do you look for in the employees you hire?
- How long does the hiring process take? What does it consist of?
- Is there formal on-the-job training in this job?
- Are graduate degrees important in advancing within your organization? Which ones?
- What positions within your organization are entry-level?
- How would you describe the culture of your organization?
- Are there professional development opportunities offered by the organization?
- Does your company hire on a continual basis or just at certain times of the year?
- Given your own experience, what advice do you wish you had been given when you were at my stage of the job search?
- What's the best way to stay in touch with you?

Questions to avoid during the Expo

- What is the salary for this position and how many vacations or holidays will I get?
- What does the company do?
- Do you do background checks?
- How soon do you promote employees?