

HOW TO SUCCEED IN VIRTUAL JOBFAIRS

Virtual job fairs are great opportunities to connect one-on-one with recruiters from companies with real job openings. Here are some tips to make the most of this exciting opportunity:

1. Make sure your technology is ready to go

At least a few days before the fair, test your connection speed, camera, and microphone. Install any necessary software a day early, leaving enough time to clarify any potential technical issues. Sit in a quiet and non-distracting room in case the recruiter or employer wants to chat with you on Skype. Turn off your cell phone so that your conversations are not interrupted.

2. Research participating organizations

Review the organizations attending the career fair ahead of time and designate which companies you want to meet with. Research company information, find out about their products, culture, latest news, and events. Also, prepare questions that demonstrate you understand the organization's needs and that you are the best candidate for the position.

3. Prepare your resume

Have your resume updated, proofed and reviewed by someone else ahead of time. Do the same for your LinkedIn account. If the platform allows, upload your resume to your account, so it is accessible and ready to hand over to any employers you meet with at the career fair. View the resume resources site (<https://careers.northeastern.edu/article/resumes/>) for more information.

4. Plan a 30- second introduction and prepare responses to interview questions

Prepare a thirty-second introduction that explains who you are, why you are interested in the position and company and what skills and experiences you will bring. Also, prepare short, concise accomplishment stories and responses to typical screening interview questions. Practice but do not memorize responses. View the interviewing resources page (<https://careers.northeastern.edu/group/interviewing/>) for more tips.

5. Dress for Success

While not all virtual career fairs offer video chats with recruiters, you will want to be dressed well for those that do. Additionally, even for those virtual career fairs that only offer text chat, dressing professionally will help keep you in the job-hunting mindset.

6. Use clear, professional business communication

When in text chat, write in full sentences, avoid slang and emoticons, and watch your spelling. Take careful notes to keep track of the people with whom you had conversations. Be patient, recruiters and hiring managers may have multiple conversations going with different candidates, so there may be a delay in their responses to you.

7. Ask for next steps and contact information

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. Be sure to take down their contact information. Some employers may have it accessible within the virtual career fair platform. If not, ask how you can stay in touch.

8. Reach out the next day with a thank you

Whether an email, phone call or hand-written thank-you note, be sure to reach out to the connections you made at the career fair thanking them for their time and further expressing your interest. Use this chance to refresh their memory and remind them why you are a promising candidate. 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.

Sample thank you note:

<https://careers.northeastern.edu/app/uploads/Interview-Thank-You-Samples.pdf>