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.

2. Next, you need to find and register for the event. Events are located in the event tab of your Recruiter page.

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 10 days before the event. The sooner you put your stall online with your jobs, the more applications.

UPDATE YOUR FAQs
Always have FAQs added to your stall and remember that you can always update them during the event as well.
Virtual Career Fair
Set up your stall

Go through the 4 steps to set up your online stall

1. Frequently asked questions
   - Frequently asked question #1: Can anyone apply for your positions?
     Answer #1: You will need to meet the general requirements and in addition have an EU-working permit.
   - Frequently asked question #2: How do I apply?
     Answer #2: All the information about the recruitment process can be found on our career page. Please let us know if you have any specific questions about the process.
   - Frequently asked question #3: I am not a 100% match, can I still apply?
     Answer #3: As long as you meet the necessary criteria of the role you are always welcome to apply!

2. Stall information
   - Title of company description: Learn more about...
   - Company stall description:
     Working at Graduateland
     At Graduateland, the motto is "If everything seems under control, you're not going fast enough" - We think the motto suits a company that is expanding at our rate, with a vision to change the future of job hunting and recruitment.

3. Add an image to your company description
   - Add image (339 x 450px)

4. Stall video
   - Video title: Come and change the way of recruitment!
   - Video URL (YouTube or Vimeo): https://www.youtube.com/watch?v=5kElK6K1k1

When you’ve added the info, click on ‘Done’
Virtual Career Fair
Set up your stall

Online talent  All chats (0)  My chats (0)  Stall settings

All events  IT Career Day 2020 hosted by DIKU Business Club  |  14 May 14:00 to 17:30 CEST

Stall settings

Chat topic settings  Candidate requirements  Team

Chat topics

Job opportunities  Technical questions  Work culture en Netcompany  Other queries

Don’t promote any jobs

Job opportunities
Select which jobs you would like to allow users to discuss

<table>
<thead>
<tr>
<th>Title and country</th>
<th>Post date</th>
<th>Expriy date</th>
<th>Views</th>
<th>Applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Consultant Copenheagen, Denmark</td>
<td>17 September 2019</td>
<td>1 December 2020</td>
<td>3,544</td>
<td>61</td>
</tr>
<tr>
<td>Studentmedhjelpere til Dannarks mest... Copenheagen, Denmark</td>
<td>17 September 2019</td>
<td>1 December 2020</td>
<td>8,980</td>
<td>218</td>
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<tr>
<td>Testkonsulente til udvikling af... Copenheagen, Denmark</td>
<td>9 December 2019</td>
<td>1 December 2020</td>
<td>1,213</td>
<td>11</td>
</tr>
<tr>
<td>Vi søger skarpe konsulenter, der... Copenheagen, Denmark</td>
<td>9 December 2019</td>
<td>1 December 2020</td>
<td>1,804</td>
<td>16</td>
</tr>
</tbody>
</table>

Done  or  Post a project/thesis for this event  Post a job for this event

Customise the topics that you want to chat about
Click on the jobs you want to promote during the event
Virtual Career Fair
Set up your stall

Add your general hiring requirements. This will be visible in the stall and a requirement for starting a chat.

NOTE: Job specific requirements can be added for each specific job.
Virtual Career Fair
Set up your stall

Stall settings

Chat team:
- Gordon Knowles
- Kasper Nielsen

Your team members (3):
- John Doe: Talent Acquisition Manager
- Susan Brown: Head of HR
- Valdis Balodis

Click 'Add' to include your colleagues to the event so that they can attend.

Save, preview your stall and put it Online!

Done or Post a project/thesis for this event
Post a job for this event
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

Click on ‘Sourcing’ to get the full list of candidates!

Engagement the last 7 days
14,350 candidates in total

Who are these talents?

DEGREE LEVELS

- Bachelor’s degree: 40.1%
- Master’s degree: 49.7%
- Other: 10.2%
- Associate degree: 0.1%
- Doctoral degree: 0.1%
- Executive Degrees: 0.1%
- Single course: 0.1%

DEGREE MAJORS

- Business Administration: 45
- Economics: 21
- Finance: 19
- Marketing: 15
- Communication: 12
- Accounting: 11
- Political Sciences: 9
- Engineering (general): 8

GRADUATION YEAR

2018 - 2022

RATIO BETWEEN STUDENTS/GRADUATES

Students: 38%
Graduates: 62%

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