We’re excited to welcome you to our online career fair! Many of the best practices you’d use at an in-person fair still apply, but we’ve put together a few tips to help you adapt to the online fair environment.

If you have any questions during the fair, feel free to reach out—we’ll be online in the UVic Co-op and Career chatroom.

**Before the fair**

+ Take time to fill out your fair profile and set your chat hours. Be clear about whom you wish to recruit and for what types of positions (summer, co-op, full-time, part-time). Students will be checking your profile—it’s a great way to showcase who you are and what you’re looking for.
+ Watch the videos provided by CareerEco—they’ll walk you through the fair environment and how to set up for success.
+ Explore your chatroom, test drive all of the functional pieces and practice text and video chatting to make sure everything runs smoothly on the day of the fair (there are tutorials available at https://www.careereco.com/User/Instructions—account log-in required)
+ Create a plan for how to manage staffing on the day of the fair. Will one person manage the full day? Will there be shifts? Are there different subject matter experts who should be on call?

**During the fair**

+ Just as you would smile and say hello to a student walking past your physical exhibitor booth, it’s a good idea to greet students when they enter your online chatroom. A quick “Hello! Welcome to [your organization]” will make the student feel welcome and invite them to start a conversation.
+ If students don’t pose questions, send another message to encourage them (e.g., “What can I tell you about [your organization] today?” or “What’s your program area? We might have some great opportunities for you.”)
+ Respond to student questions within a few minutes of the question being asked. If students don’t receive an answer relatively quickly, they will often lose interest and leave your chatroom.
+ Hold most discussions in your public chatroom and only start a private chat with a student to have a discussion unique to that student (e.g., questions about their job application). Holding a public chat serves a few purposes:
  » It makes your chatroom look busy and is a great icebreaker—students are more likely to ask a question if they can see that other students have done so.
  » You can provide the same information to multiple students at the same time. Plus, new visitors to your chatroom will be able to read the transcript as they enter.
**If your public chatroom is relatively empty, have a discussion with yourself!** Post information about helpful resources, frequently-asked questions and other tips—students may have similar questions but may be shy or unsure of what to ask. This helps your chatroom stay busy throughout the day and encourages students to join the conversation. The information you post will be stored in your chatroom transcript and can be accessed by students even after your chatroom hours end.

**Consider offering a few live presentations throughout the day** (e.g., these could be themed around topics like work culture, upcoming job opportunities, the application process, etc.). This lets you provide key information to several students at the same time. Students can also ask questions during the presentation, so have the presenter address the questions at the end or consider having a staff member available to answer questions throughout the presentation.

**After the fair**

Looking for more general tips about career fair success? See our tip sheet on “How to make the most of a UVic career fair”.

Did you talk with a great student and forget to get their contact information or résumé? Log back into the online career fair platform to access your chatroom transcripts and student profile information.

Send us feedback—this is our first time offering a broad online fair and we’d love to make it even better in the future.