

# Your Guide to Virtual Career Events

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## Preparation

Career events are opportunities to create lasting impressions on potential employers and career advocates. Here's how to make the most of them.



### Do Your Homework

When you register for an event, research the organizations that are attending. Get an idea of their current openings, what types of skills they're looking for and any company news or announcements that can help inform your conversations with a recruiter.



### Tailor Your Resume

After doing your research, make sure your resume is tailored to the job you want. Highlighting the most relevant skills and experience will help you stand out from other candidates and ensure you're the best match for the role.



### Test Your Tech

Test your connectivity and any webcam or audio features prior to the event. Tech problems happen; if and when they do, try to reconnect. If you need to drop off to attend another meeting or appointment, just say so. Ghosting an online chat is as rude as leaving mid-conversation.



### Craft Your Elevator Pitch

Whether you're networking over video, audio or text, you should always have a good elevator pitch. Chats with recruiters are often timed, so make sure your message is clear and concise.

*\*Tip: While you don't want it to sound too polished, it never hurts to write your elevator pitch out and practice it a few times to ensure it makes the intended impact.*



### Write Out Your Questions

Have a list of questions for potential employers and write out expected or common responses as preparation (but don't read them like note cards during a video chat!). Some of these questions can be about general topics like remote work policies or employee benefits, but you should use your research to craft at least one original question for each of the companies you want to connect with. These questions should be specific to show you care about the company and how you can fit into it — while also highlighting that you have invested time and effort into the conversation.

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## 2 Presence

Just as you would want recruiters to give their full attention to this event and your conversation, they request the same from you. So while you are participating in the event, make sure you are fully present.



### Eliminate Distractions

Ensure you have a quiet working space during your participation in the career event. Your space should be comfortable, well lit, with a solid, simple background. The focus should be centered around networking with representatives, so try to make sure you don't have people, pets or children coming into your space and drawing your attention away from your connections.



### Dress for Success

While all chats start via text, there is always a chance that you can be invited to a video call at the representative's discretion. Make sure you are prepared by dressing professionally from at least the waist up. Dressing for the role you want also prepares you mentally to impress all the recruiters you meet.



### Practice, Practice, Practice

There is an art to letting your personality shine in a virtual recruiting event. Take some time to practice the format with a friend — set up your own video call, and do a little mock back-and-forth engagement. Try to work on a neutral face or smile while the representative asks you questions. Check your posture to ensure that it is engaging and natural on camera. Request feedback after your mock interview and learn from it!



### Be Personal

Think about what makes you unique or special — both in your vocation, and as a person — and then consider ways to highlight that in a virtual interview. Take the time to craft a greeting and signoff. Start and end every conversation well, and you'll leave a solid first impression!

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## Progress

Think of a career event as a way to get your foot in the door. You've already made contact with a hiring recruiter from a company that has open roles and is actively looking to hire. Now, take the next step to follow up and build a relationship!



### Take the Next Step

At the event, don't hesitate to ask recruiters about next steps. Do you need to visit a company page or job listing? Are there other contacts you should reach out to within the company? If you're interested in the company, be forward and ask the recruiter for their email address.



### Jot It Down

After any networking or career event, make note of who you spoke with, any recruiters you made a connection with and any questions that came up after the event concluded. Just as you research companies before the event, do some homework at the tail end. What went well? What questions were you unprepared for? Your notes will help you impress even more at the next event.



### Follow Up

If you do connect with the recruiter after the event, make your message memorable. Keep in mind that they chatted with lots of candidates. A "nice to meet you" email may get lost among many other similar messages. Use your notes to make your follow-up messages personal or memorable in some way.



### Follow Through

If you say you're going to apply to a specific job or send additional information, make sure you do so. Ensuring you have done your part before reaching out to a recruiter can go a long way toward getting hired.