



# 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.



## PUT YOUR STALL ONLINE

Your stall will be visible to students 14 days before the event.



## PREVIEW YOUR STALL

Use the preview function to preview your stall so that everything looks great.



## 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

Online talent

All chats (0)

My chats (0)

Stall settings

All events - Work abroad - VCF | 20 November 13:00 to 16:00 CET

### Stall settings

Preview stall

☐ Stall online

Save

1 Stall settings

2 Chat topic settings

3 Candidate requirements

4 Team

☐ Frequently asked questions

Go through the 4 steps to  
set up your online stall

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!

1 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.

Add an image to your company description

 Add image (339 x 450px)

When you've added the  
info, click on 'Done'

 Stall video

Video title

Come and change the way of recruitment!

Video URL (YouTube or Vimeo)

<https://www.youtube.com/watch?v=5lmKHKis8>

Done

or

Post a project/thesis for this event

Post a job for this event



# 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

Preview stall

☒ Stall online

Save

☒ Stall settings

② Chat topic settings

③ Candidate requirements

④ Team

### Chat topics

Job opportunities

Technical questions

Work culture en Netcompany

Other queries

Job opportunities

Technical questions

Work culture en  
Netcompany

Other queries

☐ Don't promote any jobs

Customise the topics that  
you want to chat about

### Job opportunities

Select which jobs you would like to allow users to discuss

If you are advertising  
jobs you can use this  
page, otherwise please  
check the this box

|                                     | Title and country  | Post date         | Expiry date     | Views | Applicants |
|-------------------------------------|--|-------------------|-----------------|-------|------------|
| <input checked="" type="checkbox"/> | IT Consultant<br>Copenhagen, Denmark                             | 17 September 2019 | 1 December 2020 | 3,544 | 61         |
| <input checked="" type="checkbox"/> | Studentermidhjælpere til Danmarks mest...<br>Copenhagen, Denmark | 17 September 2019 | 1 December 2020 | 8,980 | 218        |
| <input checked="" type="checkbox"/> | Testkonsulenter til udvikling af...<br>Copenhagen, Denmark       | 9 December 2019   | 1 December 2020 | 1,213 | 11         |
| <input checked="" type="checkbox"/> | Vi søger skarpe konsulenter, der...<br>Copenhagen, Denmark       | 9 December 2019   | 1 December 2020 | 1,804 | 16         |

Done

or

Post a project/thesis for this event

Post a job for this event

# Virtual Career Fair

## Set up your stall

All events - Work abroad - VCF | 20 November 13:00 to 16:00 CET

### Stall settings

Preview stall

☐ Stall online

Save

✓ Stall settings

✓ Chat topic settings

✓ Candidate requirements

✓ Team

Mandatory requirement



#### Required languages

Mandatory languages

English x

Candidates must match all these requirements



Secondary languages

Danish x

German x

Candidates must match at least one of these requirements

#### Degree major



Degree levels

Master's degree x



Degree majors

Type or select

#### User preferences - positions



Job types

Full-time x

Graduate programme x



Job categories

Business & Strategy x

IT & Software x

#### User preferences - locations

Countries

Germany x

*If you are advertising a job you can add specific hiring requirements*

# Virtual Career Fair

Set up your stall

Online talent

All chats (2)

My chats (0)

Stall settings

LIVE Presentations

All events - Graduate Virtual Career Fair - Demo event | 7 May 13:00 to 14:00 CEST

## Stall settings

Save, preview your stall  
and put it Online!

Preview stall



Stall online

Save

✓ Stall settings

2 Chat topic settings

3 Candidate requirements

4 Team

### Chat team



Gordon Knowles

Edit



Kasper Nielsen

Edit

### Your team members (3)



John Doe

Talent Acquisition Manager

Add



Susan Brown

Head of HR

Add



Valdis Balodis

Add

Invite new team member +

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

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.



## DECIDE WHO'S WORKING THE EVENT

We usually recommend 3-5 team members or past participants to make the most out of the event. If you're in doubt, reach out to your account manager for a recommendation.



## 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.



## 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

Online talent

All chats (0)

My chats (0)

Stall settings

All events - Work abroad - VCF | 20 November 13:00 to 16:00 CET

Visual overview

Sourcing

Click on 'Sourcing' to get the full list of candidates!

1143  
CANDIDATES ONLINE NOW

### Engagement the last 7 days

14,350 candidates in total

550

VIEWED YOUR JOB

68

APPLIED FOR YOUR  
JOB

12,745

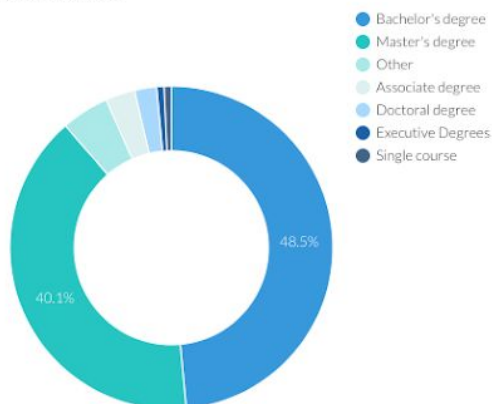
NEW FOLLOWERS

987

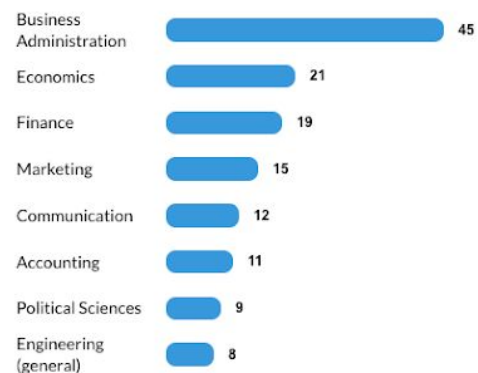
VISITED YOUR  
EMPLOYER PROFILE

### Who are these talents?

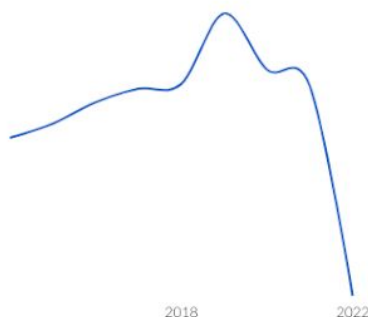
#### DEGREE LEVELS



#### DEGREE MAJORS



#### GRADUATION YEAR



#### RATIO BETWEEN STUDENTS/GRADUATES

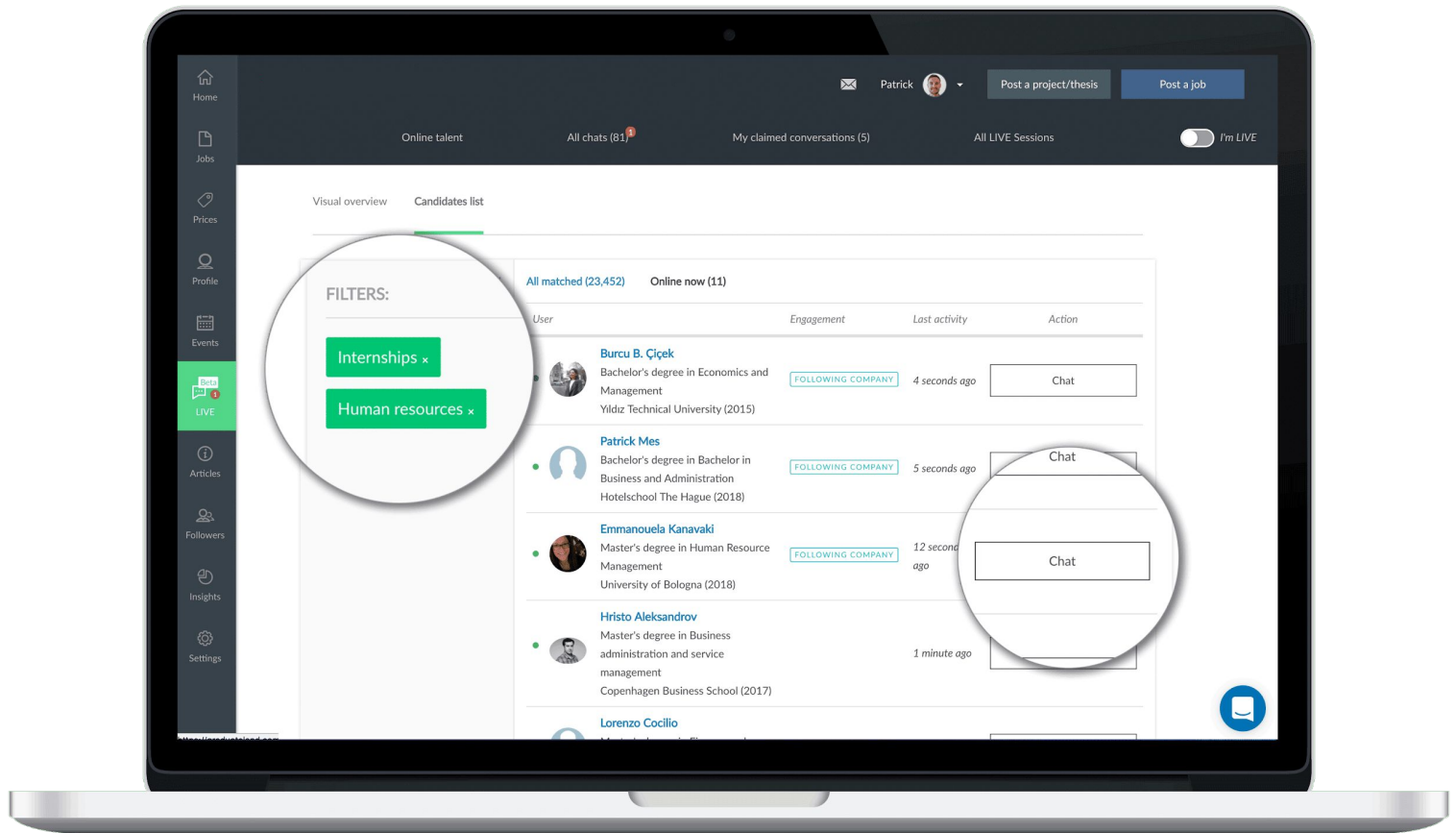


All this information can be used as potential filters to find the right candidate!

### What are the online candidates looking for?

# Virtual Career Fair

Chat and interact - Source candidates



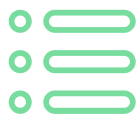
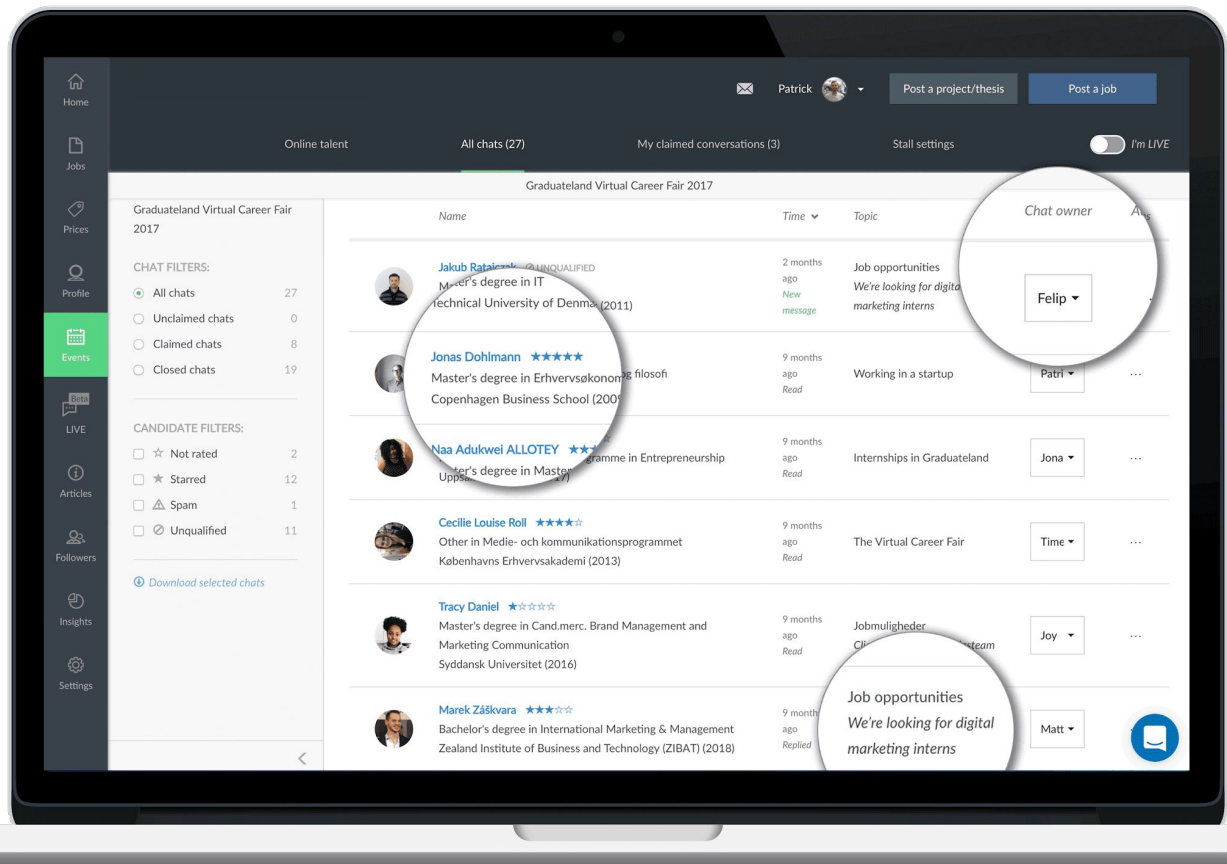
Source all participating users to ensure that your target groups are relevant



Initiate instant chats with students that meet your eligibility criteria

# Virtual Career Fair

Chat and interact - All Chats



Sort all conversation in chronological order with easy overview of candidates



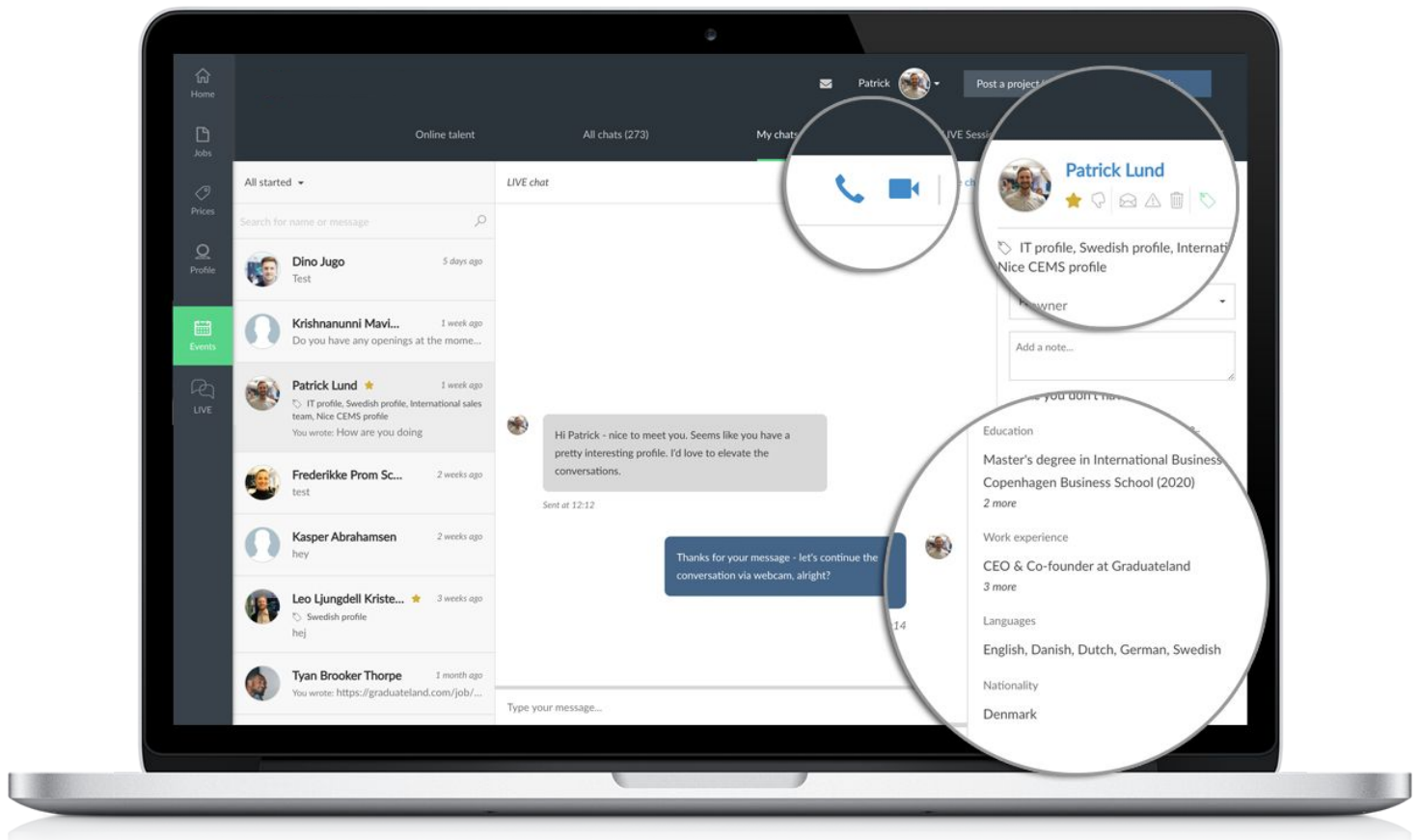
Claim relevant chats and hand over to colleagues when necessary



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