



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 - just make sure that you and your colleagues have registered under the same company account.

2

Next, you need to find and register for the event. Events are located in the event tab of your Recruiter page. Be sure to log in through the link that your event organisers provided you with.

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 when you have put your stall online. Especially if you have jobs attached, you can get more applications.



USE ONE OF THE FOLLOWING BROWSERS

We only support updated Safari, Google Chrome, Mozilla Firefox or Microsoft Edge.



USE THE CHAT TOPICS

Make full advantages of the 4 chat topic slots to improve participants engagement with you. This will also help you organise the incoming chats.

Virtual Career Fair

Set up your stall

All events

Upcoming events

Past events

Your upcoming events

8
Jan

TEST

8:00 to 18:00 CET 1 company

Example event

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Register

Find and
register for
your event

Online talent

All chats (0)

My chats (0)

Video conversations

Stall settings

LIVE Presentations

Let's start easy, how do you want to set up your stall?



Start from scratch

Start with a clean slate and upload your content



Import content from a past event

All information and materials from previous stall will be imported

EVENTS

Search a past event

Student Job Fair 2020

European Junior & Graduate Careers VCF

Student Job Fair 2020

Student Job Fair 2020

Graduate Virtual Career Fair

Open Day 2020


Add your content from
scratch or use content
from previous events

Virtual Career Fair

Set up your stall

[Online talent](#) [All chats \(0\)](#) [My chats \(0\)](#) [Video conversations](#) [Stall settings](#) [LIVE Presentations](#)

[Preview stall](#) [Stall online](#)



Graduateland

Follow

1

Meet the team

Add video conversation slots to activate this hotspot

4

Jobs online

WELCOME IMAGE

Upload an image here

ADD AN IMAGE

Talk to us about

JOB OPPORTUNITIES

CSR

WORK CULTURE

OTHERS

INTRO TEXT

Write something about the company

ADD INTRO TEXT

INTRO MEDIA

Showcase an image or video here

ADD A MEDIA

MEDIA REEL

Showcase your companies' images or videos here

ADD A REEL

VIDEO CONVERSATIONS

Set up some slots for participants to book a call with recruiters

SET UP VIDEO CONVERSATIONS

Preview your stall and when it is ready, put it online!

Scroll through your stall to add all the content, such as text and images by clicking on the green buttons or pen icons

Add time slots for candidates to book video calls with you and your colleagues

Virtual Career Fair

Set up your stall

Stall description

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quiquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosum, nisi ut aliquod ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"

Question 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Question 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Question 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

4 AVAILABLE JOBS

Test

Graduateland

Full-time | Copenhagen

Create user to see matchscore

Partnership Manager

Graduateland

Full-time | Copenhagen

Create user to see matchscore

🕒 Posted 1 week ago

Client Consultant (DK)

Graduateland

Full-time | Copenhagen

Create user to see matchscore

🕒 Posted 1 week ago

International Client Consultant (EMEA)

Graduateland

Full-time | Copenhagen

Create user to see matchscore

🕒 Posted 1 week ago

TEAM



Victoria Note

Customer Success
Manager

TALK TO US ABOUT

JOB OPPORTUNITIES

CSR

WORK CULTURE

OTHERS

RELEVANT DOCUMENTS

Upload relevant documents users can download

UPLOAD DOCUMENTS

Invite your colleagues to the chat team; if they do not already have a profile, you can add their details and they will receive an invitation email

Customise the chat topics to optimise your view of incoming chats

Share documents with the participants by adding files to your stall

Add jobs to your stall or import them from other events you have attended

Virtual Fair Guide

How to set up, edit and
share jobs

Virtual Career Fair

Add jobs to your stall

Online talent

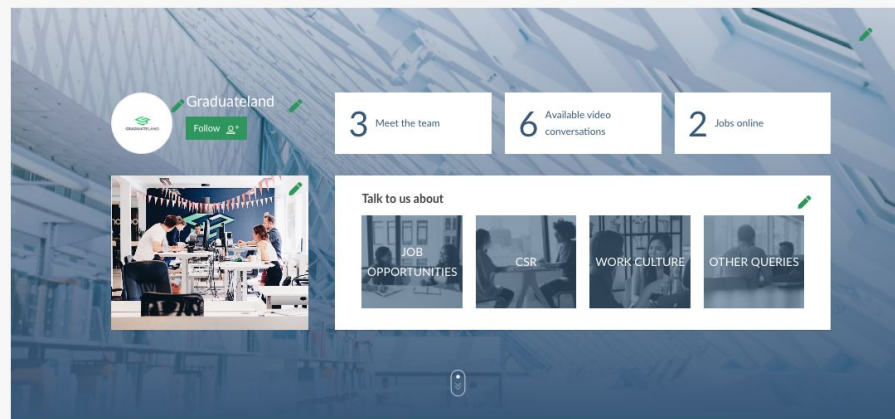
All chats (0)

My chats (0)

Video conversations

Stall settings

Preview stall Stall online



Who are we?

This can be a company description and it should allow to use **bold text** and [links](#) should be clickable.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nunc mattis enim ut tellus elementum sagittis vitae. Mattis pellentesque id nibh tortor id aliquet.

Vitae tortor condimentum lacinia quis vel. Amet venenatis urna cursus eget nunc scelerisque viverra mauris. Egestas erat imperdiet sed euismod nisi porta. Mi bibendum neque egestas congue quisque egestas diam. Fringilla urna porttitor rhoncus dolor purus non enim. Tincidunt dui ut ornare lectus sit amet est placerat in. I bibendum neque egestas congue quisque egestas diam.



Add jobs to your stall or import them from other events you have attended

2 AVAILABLE JOBS

Junior Marketing Manager

Graduateland

Full-time | Remote work, +1

[Create user to see matchscore](#)

TEAM



Christine Wang
Customer Success Manager



Luisa Pfeiffer
Customer Success Manager

Remember to check mark the jobs you want to add to the stall

Available jobs

These are the jobs attached to the stall.

Graduateland Client Consultant (DK) ☒

Example course 2 ☐

Test job ☐

Title ☐

International Virtual Career Fair Executive ☐

Junior Marketing Manager ☒

Senior Account Executive (DK) ☐

Test ☐

Example job ☐

Test ☐

Client Consultant (DK) ☐

POST A NEW JOB

IMPORT JOBS

SAVE

If the job is not in the list you can always:

1. Post new jobs
2. Import jobs from other events or [graduateland.com](#)

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Posting new jobs

In order to post a new job, you will be taken through three steps:

Available jobs

These are the jobs attached to the stall.

Graduateland Client Consultant (DK)	<input checked="" type="checkbox"/>
Example course 2	<input type="checkbox"/>
Test job	<input type="checkbox"/>
Title	<input type="checkbox"/>
International Virtual Career Fair Executive	<input type="checkbox"/>
Junior Marketing Manager	<input checked="" type="checkbox"/>
Senior Account Executive (DK)	<input type="checkbox"/>
Test	<input type="checkbox"/>
Example job	<input type="checkbox"/>
Test	<input type="checkbox"/>
Client Consultant (DK)	<input type="checkbox"/>

POST A NEW JOB IMPORT JOBS

SAVE

Enter the job post flow in order to create a new position



1. Job info: Fill in the content for the job post (e.g. type, category, location, title, description, dates)



2. Target audience: Choose the requirements that the job has (if any)



3. Applications: Select you preferred setup: receive your applications through the platform or redirect the applicants to an external application system

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Importing jobs

In order to import jobs:

1.

Available jobs

These are the jobs attached to the stall.

Graduateland Client Consultant (DK)	<input checked="" type="checkbox"/>
Example course 2	<input type="checkbox"/>
Test job	<input type="checkbox"/>
Title	<input type="checkbox"/>
International Virtual Career Fair Executive	<input type="checkbox"/>
Junior Marketing Manager	<input checked="" type="checkbox"/>
Senior Account Executive (DK)	<input type="checkbox"/>
Test	<input type="checkbox"/>
Example job	<input type="checkbox"/>
Test	<input type="checkbox"/>
Client Consultant (DK)	<input type="checkbox"/>

POST A NEW JOB IMPORT JOBS

SAVE

Import jobs from previously attended events or [graduateland.com](https://www.graduateland.com)

2.

Find the jobs you want to import from the list and check mark them

Import jobs

Select the jobs you want to import from other events.

test	<input type="checkbox"/>
Onfmjks	<input type="checkbox"/>
Test	<input type="checkbox"/>
Digital B2C Marketing Manager	<input checked="" type="checkbox"/>
Chief Product Officer (CPO)	<input checked="" type="checkbox"/>
International business	<input type="checkbox"/>
Campaign Consultant	<input type="checkbox"/>
Dfsf	<input type="checkbox"/>
Senior Client Consultant	<input type="checkbox"/>
Graduateland Sales Team Lead	<input type="checkbox"/>
Graduateland Sales Team Lead	<input type="checkbox"/>
International Client Consultant	<input type="checkbox"/>

SAVE

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Managing jobs

The screenshot displays the 'Jobs and projects' management interface. A sidebar on the left contains a 'Jobs' icon circled in red and labeled '1.'. The main area shows a table of job statuses: 4 online, No pending, 1 draft, No declined, and 2 expired. A table lists two jobs: 'Testing job - Passive' and 'Test - Passive', both in Copenhagen, Denmark. The 'Testing job' is circled in red and labeled '2.'. A dropdown menu for the 'Testing job' is open, showing options: Overview, Edit, Statistics, and 'Set position offline', which is circled in red and labeled '3.'. Below the table, the 'Testing job' details are shown, including a 91-day timer, location (Copenhagen, Denmark), category (Business & Strategy), type (Full-time), and job exposure (Passive). The 'Applicants' section shows 'Your job post has no applicants'.

Title and country	Post date	Expiry date	Views	Applicants	Matched candidates
Testing job - Passive Copenhagen, Denmark	22 December 2020	22 March 2021	0	0	See matches
Test - Passive Copenhagen, Denmark	2 November 2020	31 January 2021	0	0	See matches

Testing job Overview Edit Preview Statistics Share Set position offline

91 days left Expires on 22.03.2021

Location: Copenhagen, Denmark

Category: Business & Strategy

Type: Full-time

Job Exposure: Passive

Views: 0 Bookmarks: 0

Applicants

Name	Match	Labels	Date
Your job post has no applicants			

1. In order to have an overview of the specific jobs you have created, go to the jobs tab.
2. You can get an overview by clicking on the job and find out more about the performance, edit the job post and share the job with your colleagues. You need to share the job in order for your colleagues to be able to see and edit it.
3. To change the online dates for your job, first you need to set your position offline and then find it under "expired". When you set the job online again you can change the dates.



Virtual Fair Guide

How to make video
bookings

Video Bookings

Get ready for your video bookings

Some tips before you get started...



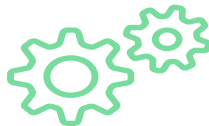
USE ONE OF THE FOLLOWING BROWSERS

We only support updated versions of Safari, Google Chrome, Mozilla Firefox or Microsoft Edge.



ENSURE THAT YOU ARE ABLE TO JOIN ZOOM CALLS

The video conversations take place in zoom. Make sure, that you can access zoom calls via the browser version before setting up.



MAKE SURE YOUR BROWSER ALLOWS MICROPHONE AND CAMERA

Go to your browser settings and check whether your browser is allowing microphone and camera.

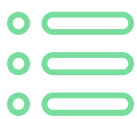
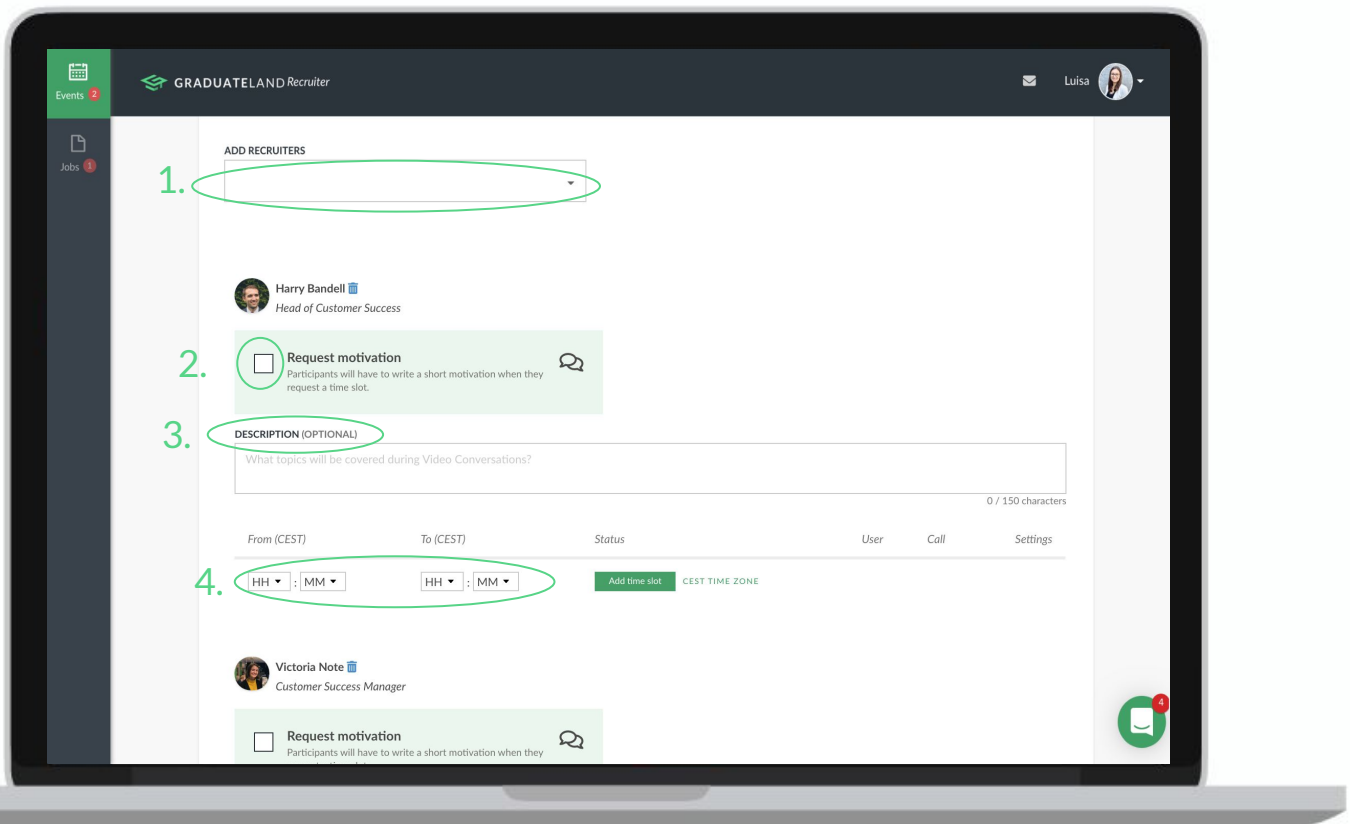


DO YOUR RESEARCH OF THE CANDIDATES

You can click on the candidates' name and check out their profile prior to the call. Remember that you can also invite interesting candidates to a video conversation when chatting with them.

Virtual Career Fair

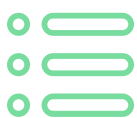
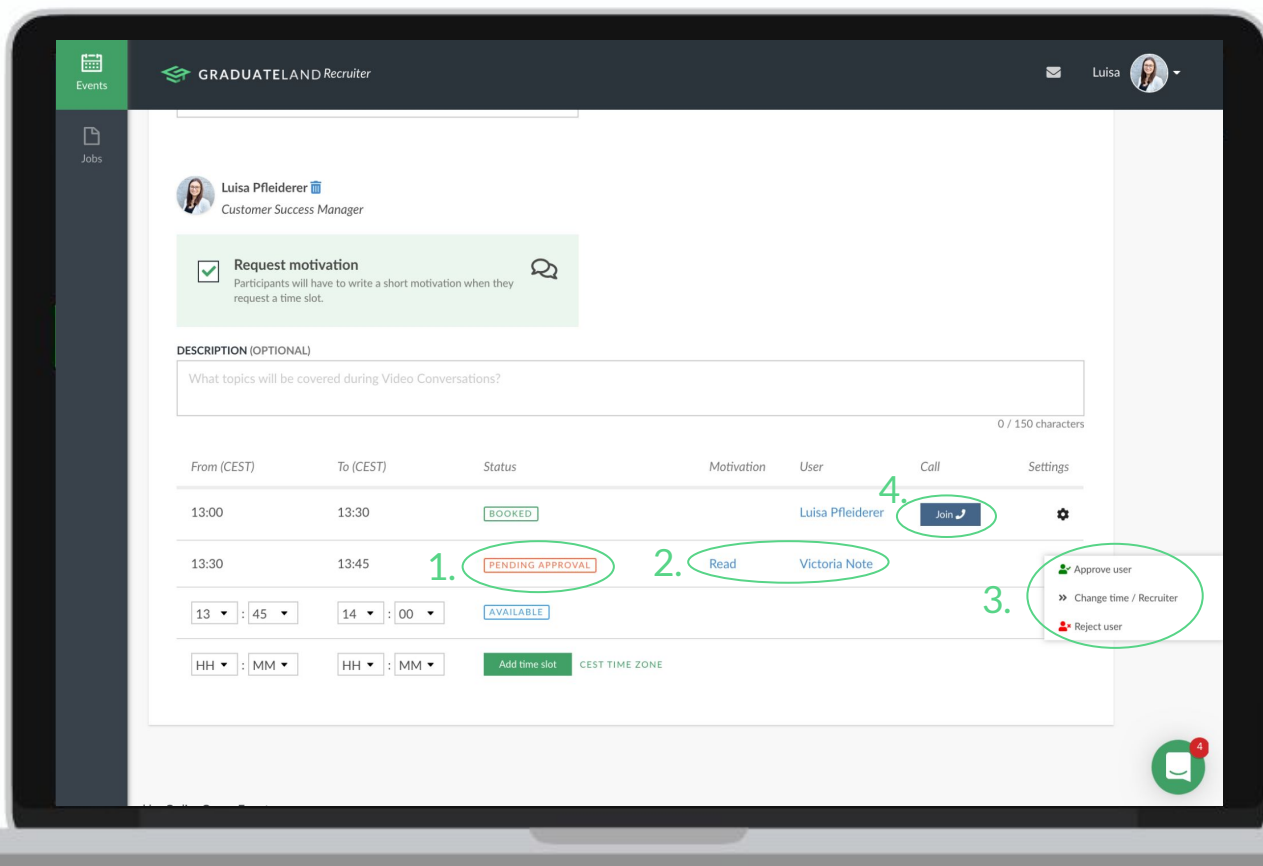
Video conversations bookings - set up your schedule



1. Choose which team member will be available for the video conversations. You will only be able to add colleagues that are in the stall team
2. Tick that box, if you want the candidates to write a short motivation when requesting a slot
3. Write a short description for each recruiter, if you want to share with the candidates why they should request a slot with you
4. Add the available time slots for each team member

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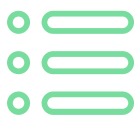
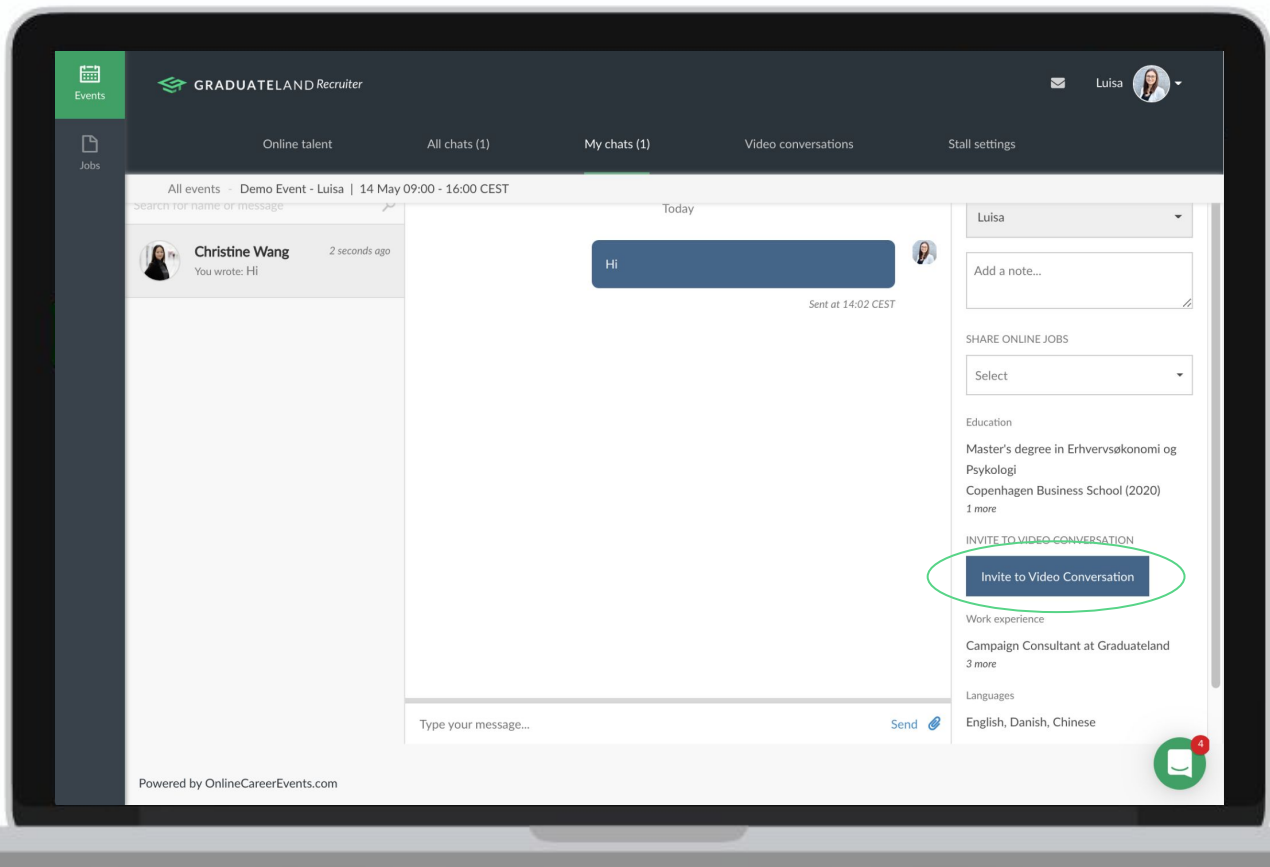
Video conversations bookings - Manage conversations



1. When a user books a video conversation, the status will show as pending
2. You can read more about the candidates' motivation and open up their profile
3. By clicking on the action button, you can choose to accept or decline the booking. Moreover, you can suggest to have the call at another time or with one of your colleagues
4. When a booking is accepted, a link will be generated automatically and you can join the video conversation by just one click

Virtual Career Fair

Video conversations bookings - invite interesting candidates to a video conversation



Chatting with an interesting candidate during the event?

Then you can invite that candidate to a video conversation with you or one of your colleagues via the 'invite to video conversation' button.

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

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

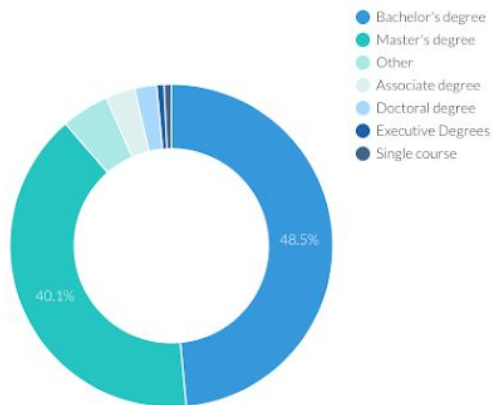
NEW FOLLOWERS

987

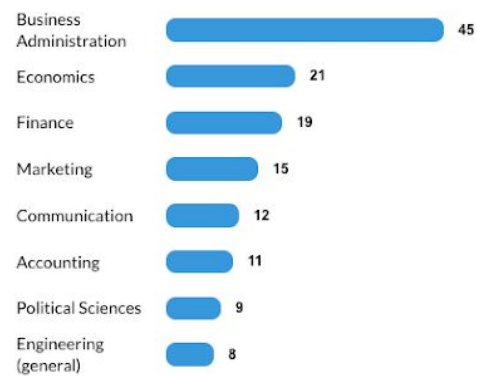
VISITED YOUR EMPLOYER PROFILE

Who are these talents?

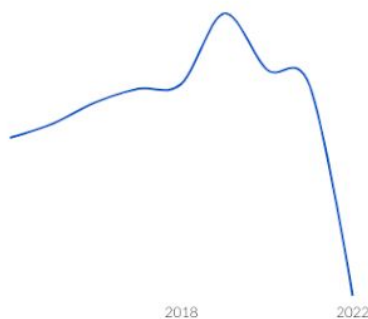
DEGREE LEVELS



DEGREE MAJORS



GRADUATION YEAR



RATIO BETWEEN STUDENTS/GRADUATES

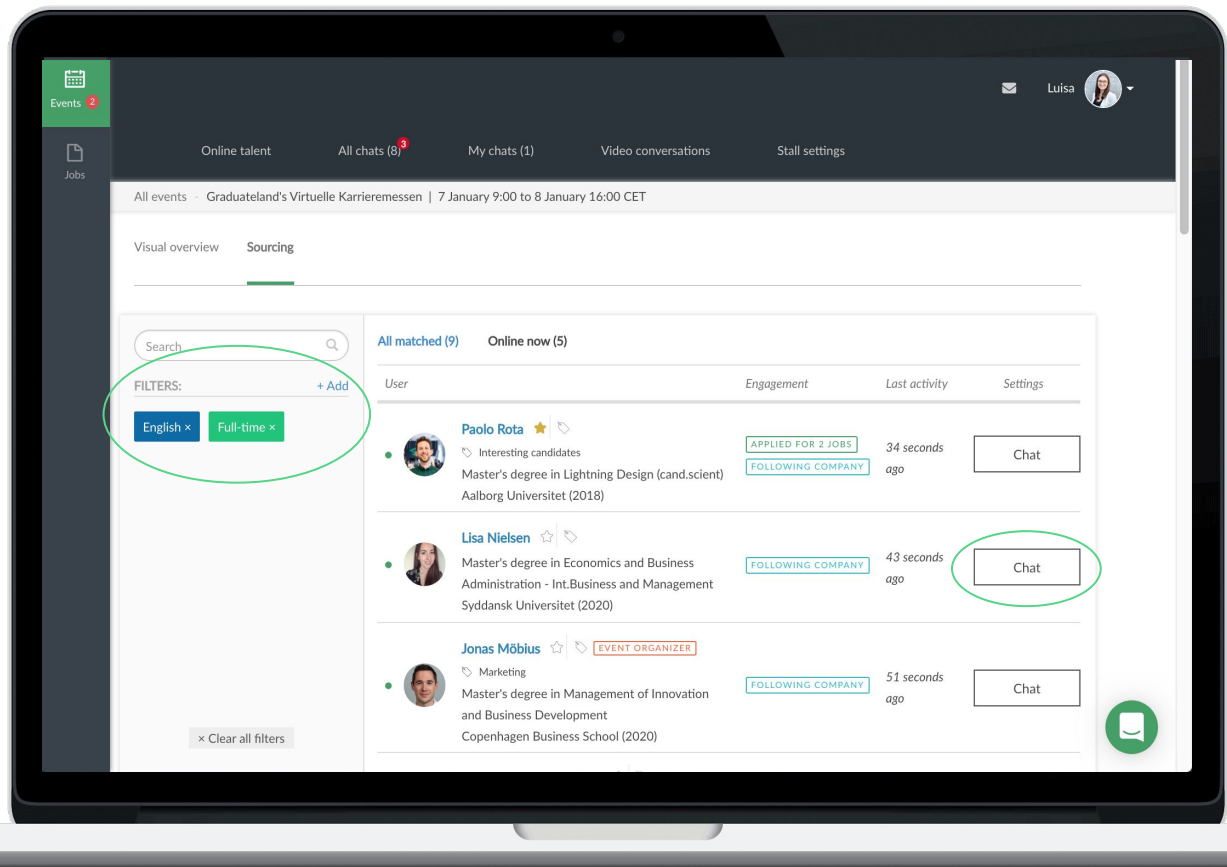


All this information can be used as potential filters to find the right candidate!

What are the online candidates looking for?

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Chat and interact - Source candidates



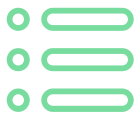
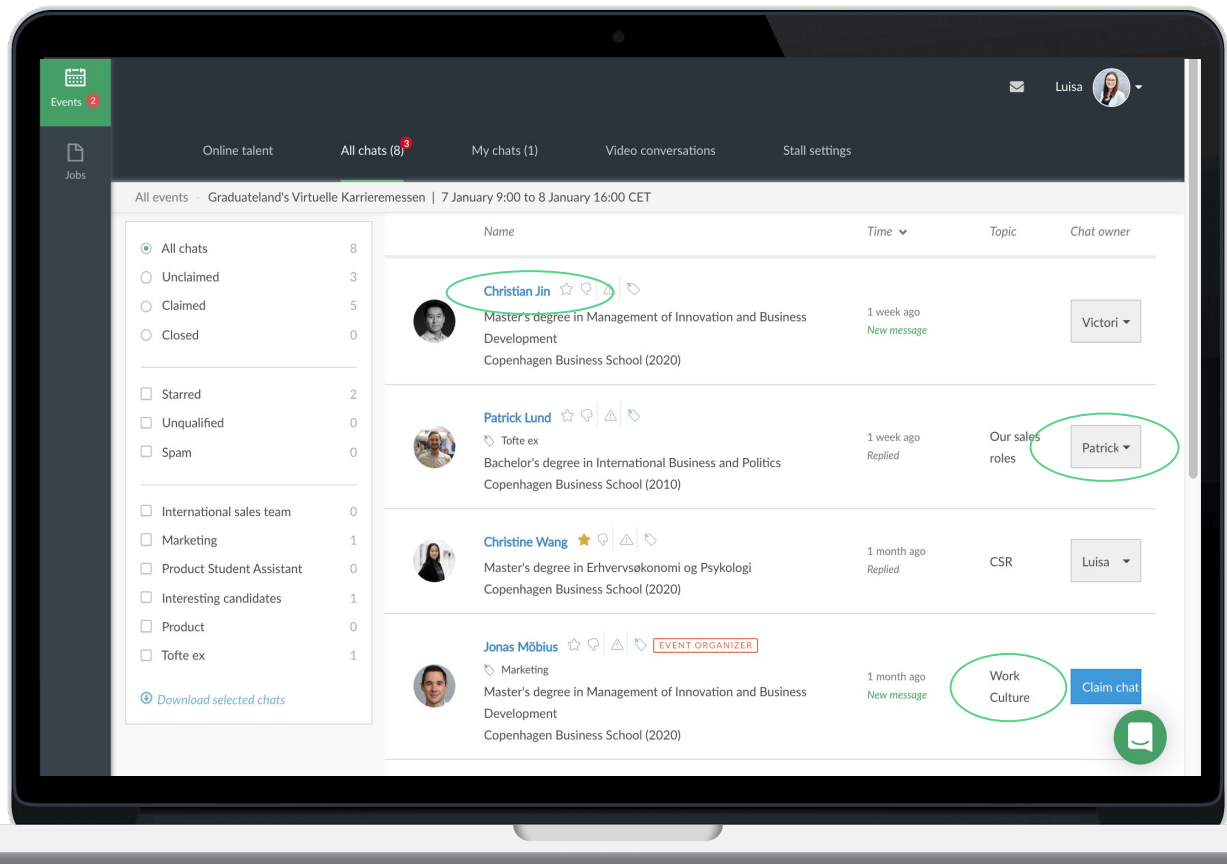
Source all participating users to ensure that your target groups is relevant



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



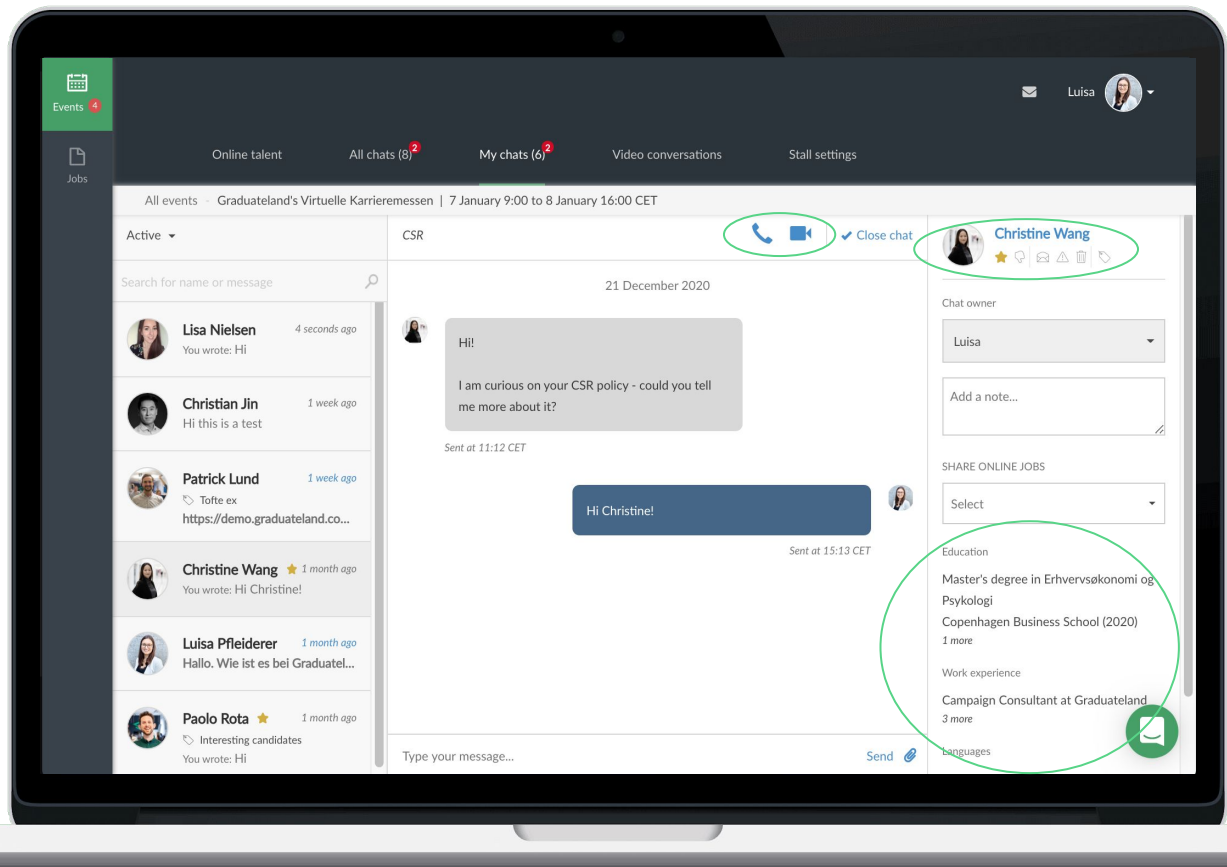
Claim relevant chats and hand over to colleagues when necessary



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