Virtual Career Fair
Quick Start Guide
Welcome to Handshake!

This guide will help your team complete all of the steps needed to launch your Virtual Career Fair Group Sessions and 1:1’s for your company. Below you will find a quick version of how to register for a Career Fair, create your Group Sessions and 1:1’s, and give pre, day-of and post fair guidance on how to engage with student attendees. If you prefer more in-depth guidance, navigate to the resource links provided. We’re so excited to get started.
Register for Virtual Fairs

To identify a virtual fair, you can use the Location Type filter on the Fairs page. Put a check next to Virtual to only display fairs that will be held virtually.

To register for a fair, click on the name of the desired fair from the list. Click on the blue button Register in the upper-right corner of the page.

a. Note: Only the fair registrant will be able to set the schedule for all representatives. If you realize this should be someone else after the registration has been created, you can reach out to the school to request a change to the Schedule Owner (a field Career Services only will be able to edit).
Resources:

- You'll need an approved registration for a fair in order to engage with students. See Identifying and Registering for Virtual Fairs for details on filtering and registering.
- Check out our video walkthrough for locating and registering for virtual fairs here!

Set up your Schedule

Once the school approves your company's registration, the Schedule Owner will be able to create a schedule for representatives attending the fair. Each employer registration allows for 100 teammates maximum to be delegated to Group and/or 1:1 Sessions.

Click Add Sessions

Add Group Sessions

Group sessions are 30 minutes long each, and each registration will be able to set up as many group sessions as they like, within the time constraints of the fair, whether Handshake Video or an external provider is used. There cannot be more than 1 Group Session running at a time. Employers are not able to set qualifications for group sessions.
If your company has multiple divisions hosting Group Sessions, add the division name to the Group Session name.

Tip

Add 1:1 sessions and set preferences*

Note

*By adding preferences to 1:1 sessions, only students who meet these preferences will be able to view & sign-up for the 1:1.
**Resources:**

- For a walkthrough of this process, refer to Creating a Schedule for Virtual Fairs or check out our video on how to set your schedule! There are a lot of ‘Best Use Cases’ provided in our full documentation so please check these resources for further context and details.
- **Tip:** Check out our Diversity & Inclusion guide to help walk you through each step of the hiring for diversity process!

**Pay Career Fair Registration Fee**

Make sure to pay for your registration as appropriate per school. See How to Pay for a Career Fair Registration for helpful tips.

**Teammates Claim their Schedules**

Once the schedule has been created, your teammates will be able to claim their schedules by clicking the link in the email sent, or they can log in to Handshake, navigate to the fair, then click on the Schedules tab to claim their schedule.*

---

**Note**

*Employers will not be able to invite students directly to their schedules, students will be responsible for signing up for all sessions. The sooner your teammates can claim their schedules, the better, as this allows students to see more options for signup.
Resources:

- Refer to Claiming & Participating in a Schedule for a breakdown of the full process or check out our video walkthrough of claiming a schedule here!

Manage Schedule Changes

To make changes to your Group Sessions and 1:1’s, navigate to the fair schedule, click on Fairs from the left menu column, then click on the fair name that you have created a schedule for. Click on the Schedule tab from the fair overview page.

To edit any Group Sessions or 1:1’s you can click the blue ‘Manage Sessions' button.

Resources:

- Managing Schedules for Virtual Fairs contains all instructions on editing existing schedules, broken down by workflow (cancelling a session, transferring a 1:1 session schedule to a teammate, etc.).
Encourage Session Signups

Core: Employers will not be able to invite students directly to their schedules, students will be responsible for signing up for all sessions. However, Premium employers can invite and utilize Campaigns to promote their fair attendance and encourage students to sign up for sessions. The sooner your teammates can claim their schedules, the better, as this allows students to see more options for signup. Core Employers can also work closely with the School on partnering in promoting the Career Fair and your Employer.

You can view empty and reserved sessions within the Schedule tab on the Career Fair page.

Group Session Sign-Ups:

1:1 Sessions Sign-Ups:
Preparing for the Day-of a Virtual Fair

There are several steps you can take well before the fair to ensure that the fair goes as smoothly as possible. Check out this collection of best practices based on experiences so far this season: Preparing for the Day-of a Virtual Fair.

Ensure Team Has User Active Accounts

Ensure Your Device and Browser Are Setup

Take Note of Participants to Follow Up With

What Can Be Changed During the Day of the Fair

- You CAN mark yourself as busy on sessions or cancel sessions during the fair. If a session is cancelled by an employer or student the other party will receive an email notification.
- You CAN manage and edit your group sessions during the fair and coming soon, you'll be able to manage team and edit preferences on 1:1 sessions during the fair.

How to Troubleshoot

- Use the Twilio Network Test to determine if your browser can successfully access the required Twilio resources: https://networktest.twilio.com/

How to Get Help
Hosting Sessions Day-Of

On the day of the fair, you'll be able to launch sessions up to 60 minutes early to test your audio and video connection.*

Navigate to the fair in Handshake, and click on the Schedules tab from the fair overview page.

You'll be able to Launch video for the upcoming session.

When you've clicked Launch video, you'll be taken to the launch screen, where you'll be able to see an overview of the session details, as well as enable/disable your microphone and video.

Once you've started the session, you can click Settings in the lower-left corner of the page to access audio, video, and participant settings.
In the Participants tab, check the box to allow participants to share their screen. Hosts will also be able to “End Presentation” for participants at any time.

Note

Students are able to join up to five minutes early to test their connection, so please know that if you are in a session early, students could appear early as well.

Resources:

- Review Hosting Virtual Fair Sessions for a full walk-through of the fair experience and check out our video walkthrough of hosting sessions here!
Follow up with students after the fair

After your sessions are over, followup with participants! Employers have access to an RSVP tab that includes student information for any students that registered for their sessions.

To navigate back to the fair in Handshake, click Fairs from the left menu column. On this page, make sure to click the checkboxes for "show past fairs" and "show registered only" to narrow down displayed results. You can also select a specific school name or location type, or use a keyword search as well!

On the fair overview page, click the RSVPs tab.
**Best Practice:**
Use the filters on the left of the page to narrow down attendees per Group or 1:1 session host!

- Download all RSVPs or check-ins
  - First Name
  - Last Name
  - Email Address
  - Graduation Date
  - Majors
  - School
  - RSVP
  - Check-in
  - Labels
  - Notes
- Download Resumes
- Message Students: there is no 100 message limit with the career fair RSVP list.

**Resources:**

- For more information, see Following Up After a Virtual Fair.

*Premium partners also have access to Evaluations - read more in Managing RSVPs with Evaluations, Notes, & Labels.

**Additional Resources:**

- Virtual Recruiting Features Details
- Employer Virtual Fairs Launch Kit
- Tips for Recruiting Virtually
- Hosting Virtual Events (for Core Employers)
- Handshake's Guide to Hosting Virtual Recruiting Events (for Premium Employers)