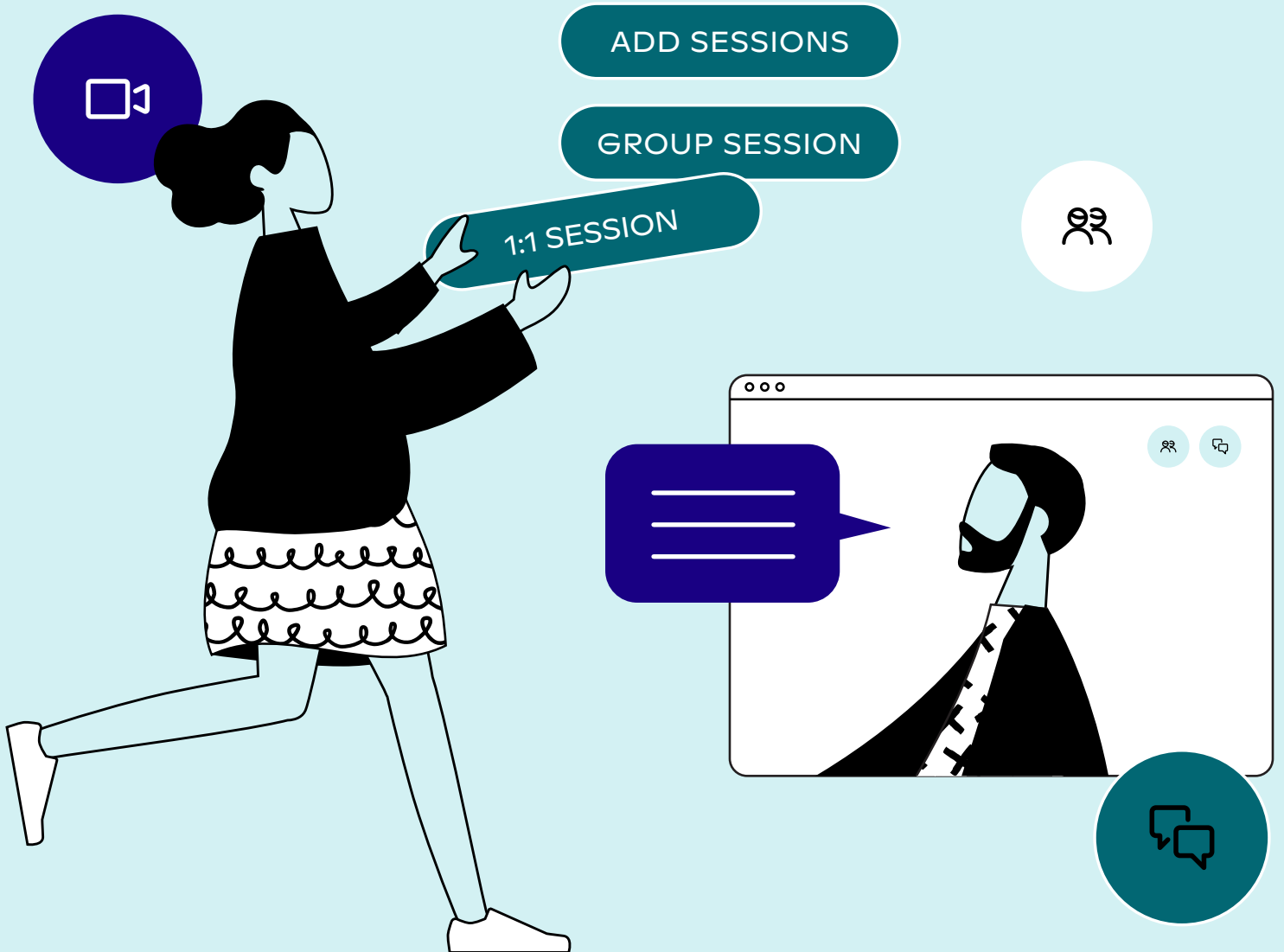


Virtual Career Fairs: A Playbook for Employers on Handshake



Virtual Career Fairs on Handshake help employers engage with students in a virtual fair environment—no campus travel necessary.

With this new feature, Handshake supports 1:1 video chats and large-group video events. With campuses closed indefinitely, employers will have new—more efficient and effective—ways of connecting with students this fall:

- Participate in university-sponsored Virtual Career Fairs on via Handshake
- Registration options vary per school, just like an in-person fair
- Conduct 1:1 evaluations or small-group info sessions

To see a demo of Virtual Career Fairs in action, [check out this video](#).

“The Virtual Career Fair went more smoothly than I would have imagined. The employers were very nice and understanding. It was a great experience to speak with them and hear what they have to say. It didn't feel like they were assessing me yet. It felt like a ‘get to know you’-type thing, which I enjoyed as well.

On the whole, Virtual Career Fairs are less nerve-racking than seeing someone in person or going to a career fair in person and trying to navigate your way through that. With Virtual Career Fairs, I knew who I was speaking to and when. I prepped ahead.”

—Laura, student at Georgetown University

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Company and Staff Setup

Before registering for Virtual Career Fairs on Handshake, you'll first want to make sure your Company Profile, your account, and your staff accounts are correctly set up and active.

The Company Owner or Admin can review all staff connected to the company and can activate or deactivate accounts or change roles. Please see a breakdown of user roles [here](#), and learn how you can find the Owner of your company in Handshake [here](#).

First, make sure you and your colleagues who are participating in virtual fairs are connected to the correct company and have the correct roles and access. You can view who's connected to the company, what role they have, and their status [here](#).

If you don't see staff that should be connected, that means that they either don't have a Handshake account or are connected to a different company. Get in touch with them to see if they have a Handshake account.

If they do, have them leave their current company and request to join yours by following [these steps](#).

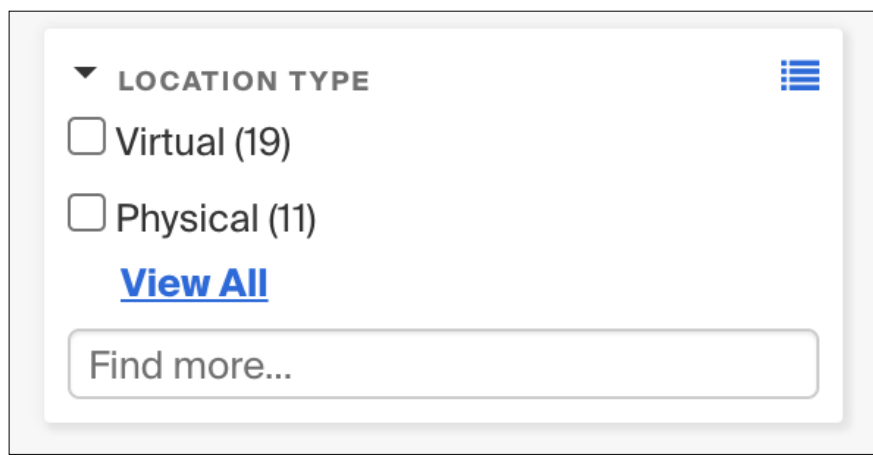
If they do not have a Handshake account, the company Owner or Admin can invite them to join your company via [these steps](#). You may also want to share our [Getting Started with Handshake Guide](#) with your staff if they're new to Handshake.

Now that your company and staff are set up, it's time to find and register for virtual fairs.

Finding Virtual Career Fairs

This fall, more than 1,000 Virtual Career Fairs are being hosted on Handshake.


To find available Virtual Career Fairs, navigate to Fairs from the left-hand side of your Handshake dashboard and select “Virtual” from the **Location Type** drop-down. You can also use other filters on this page to narrow down the displayed list of fairs.



Important: While employers are able to find public virtual fairs, to register for a school’s upcoming Virtual Career Fair, you will first need to establish a connection with that school on Handshake if you’re not already connected.

Registering for a Virtual Career Fair


To register for a Virtual Career Fair, click on the name of the desired fair from the list, then click on the blue **Register** button in the upper right-hand corner of the page to sign up.







2020 Autumn Virtual Fair
Monday, September 14th 2020, 11:00 am - 2:00 pm EDT
Ariel Business Center
No location

☆ Favorite
+ Register

Details
All Employers


 **12 days away**

Employer Attendees



Pawsome Pet Supply and Grooming, Capital One, Sprinkle Dreams, 3M are going.

See more employers



This career fair has no description yet...

School Attendees

Contact

Adam Vargas
Recruiter
adam_vargas@hpe.com

New Registration

Registration Options

Please select your registration options below

Session A - Monday, Sep 14, 11:00 am - 2:00 pm EDT

Registration Type

Sponsorship Booth Package - \$150.00

Standard Booth Registration - \$100.00

I will not be attending this day

Representatives

Total Representatives Count for Session

Total number of representatives attending the fair.

Names of Representatives Attending this Session

Not seeing the contact you're looking for? [Create it here](#)

Add-on Items *(For this date and time only)*

No add-on items available

General Items *(These items apply to your entire registration)*

Add-on Items *(For this date and time only)*

No add-on items available


Basic Information

Employer description

The career fair organizer has set a limit. 729 characters remaining

Which division of the organization are you registering?

If you want to register a specific division of your company, rather than the entire company, choose your division here. If you want to register the entire company, just leave this blank.
If you're not seeing the division you want, you can add a division [here](#).



5

When registering, you'll be prompted to fill in the following required information:

- Registration type (i.e. booth option)
- Employer description (750 character limit)
- Total number of representatives who will be attending
- The name of each representative attending
- Payment method if applicable

You'll also be asked to provide the titles, work authorization, and types of roles you're looking to fill, along with preferred student criteria like schools years and major groups.

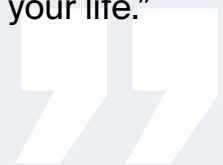
Some schools may prompt you to supplement general, add-on information and may also charge employers a registration fee for attending.

Once you're finished, click on the blue **Create Registration** button in the lower right-hand corner of the page to submit your registration to the school for approval.

Important: The user who registers for the virtual fair will be responsible for creating the initial schedule and adding team members, so be intentional about who owns that role.

"I use Handshake because it is the bridge that can connect you to opportunities that you never thought that you would have, but can change your life."

—Brittanie, student at Spelman College



Creating a Schedule for Virtual Career Fairs

Once your registration has been approved, you'll receive an email to set your schedule.



Tip: To set or refer to your schedule, navigate to **Fairs** then click on the **Schedule** tab.

The screenshot shows an email from Handshake with the subject "Add a schedule to participate in your upcoming Career Fair". The body text says: "Find the best students. Tawnya, your registration for Virtual Career Fair - all majors has been approved. Create a schedule ahead of time for you and your team to participate." There is a red "Add schedule" button at the bottom.

From the **Schedule** tab, click on the gray **Add Sessions** button to add a new session. You'll be taken to the **Create Schedule** page, where you'll indicate which of your team members will be representing your company at the Virtual Career Fair.

Team members will need to have an active Handshake account to claim their schedule and attend. If your team members don't have an account, [visit this link to learn how to create one](#). Once you're done adding your team, click on the blue **Add Team** button in the lower right-hand corner of the page to proceed to the next step.

The screenshot shows the "Create Schedule" page for a "Virtual Career Fair - all majors". On the left is a sidebar with steps: "Add team members" (selected), "Add group sessions", "Add 1:1 sessions", and "Review". The main content area is titled "Add team members" and "Who's attending this event?". It includes instructions: "Add recruiters, ambassadors, or anyone else attending group or 1:1 virtual sessions with students." Below is a table for "Your team":

Name	Email	Role	Status
<input type="checkbox"/> Tawnya Reynolds (you)	tawnya@amaranta.edu	Recruiter	Active acct
<input type="checkbox"/> Dany T	motherofdragons@amaranta.edu	Owner	Active acct

At the bottom right of the table area is an "Add team" button. Navigation arrows and "1/1" are also visible.

Hosting Group and 1:1 Virtual Information Sessions

By participating in a Virtual Career Fair, you'll be able to engage qualified students through group sessions for up to 50 attendees or virtual 1:1 conversations. How do you know when to host one type of session versus the other?

Here are a few best practices for each:

Group Sessions	1:1 Sessions
30 minutes long by default	Up to 10 minutes long only
Opportunity to host a diverse panel, virtual office tour, AMA, or a gamified experience	Opportunity to screen students, replicating student-employer engagement at a fair
Opportunity for networking and small group info sessions for your priority segments	Opportunity for focused conversations
Can't set student qualifications	Set qualified student criteria to attend
Up to 50 attendees with Handshake Video (or use your own video conferencing platform)	One student attendee; 1:1 sessions are only possible with Handshake Video

For more, [check out our video walkthrough](#) on how to schedule and host Virtual Career Fair sessions. Now that you have a better understanding of when to host a group session versus a 1:1 session with a qualified individual, let's get your schedule set up for success.

Creating Available Group Sessions

Each employer registration includes **12 available 30-minute group sessions by default**, which can be conducted during a Virtual Career Fair directly on Handshake Video or via your preferred video conferencing platform like WebEx or Zoom.

Learn how to schedule and optimize your group sessions in this support article.

Important: **Additional group sessions and team members can now be added anytime after the schedule is created, so there's no need to ensure that your group sessions are all added during your initial schedule creation.**

Creating 1:1 Virtual Information Slots

Virtual Information Sessions give employers the opportunity to connect qualified students with your representatives who are attending the fair (just like you would in an in-person fair). **One-on-one sessions are 10 minutes long and cannot be changed.**

Employers can define criteria like graduation date, minimum GPA, and major, to ensure only qualified students sign up for these sessions. By enabling these preferences, you are limiting student signup to only students that meet these qualifications.

For step-by-step instructions on creating Virtual Information Sessions, [click here](#).

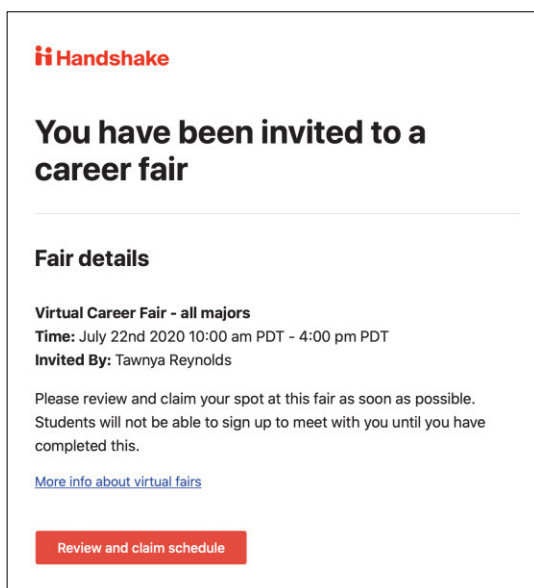
“We’ve been a partner of Handshake for three years, and we are excited that the company accelerated its roadmap to offer Virtual Career Fairs this fall. Their strategy represents an innovative and comprehensive solution that enables our students to continue to engage with employers who won’t be able to recruit on campus this year.”

—Tom Devlin, Executive Director of the Career Center at University of California, Berkeley



Claiming and Participating in a Schedule

When you set up a schedule on your team’s behalf, your team members will receive an email with the subject **Action Required - claim your Virtual Fair invite from NAME**. Your team members will need to click the red button in the email to **Review and claim schedule**.



Important: Team members will need to have an active Handshake account to claim their schedule and attend. Visit **this article** to learn how to create new user accounts.

Team members can also log in to Handshake, navigate to the fair, click on the **Schedules** tab to claim their schedule. Check out our video walk-through of claiming a schedule [here](#).

Once your team members have claimed their schedule, they'll be able to manage group sessions and 1:1 virtual information session blocks. For group sessions, they can **Mark as not attending**, or for 1:1 blocks, they can **Mark as busy** to signify that they are unable to attend that particular session, enabling you to spread bandwidth across your team.

Managing Schedule Changes

Once your employer's schedule has been created or claimed by a team member, your team will be able to manage their participation as needed. Sometimes, last-minute schedule changes happen—that's okay, here's how to modify your schedule.

Important: Any changes that need to be made to the schedule may only be made by the fair registrant, also known as the **Schedule Owner**. This individual will be able to manage group sessions and add or remove 1:1 session preferences.

To access your schedule, click on **Fairs** from the left menu column in your Handshake dashboard, then click on the fair name that you have created a schedule for. From the fair overview, click on the **Schedule** tab to access your company's fair schedule.

From the **Schedule** tab, you'll see the number of group and 1:1 sessions taken and open in order of start time. On the right-hand-side of this page, you'll see your name by default; click the drop-down menu to select another team member to view their schedule.

Sessions
0 sessions booked | 1 session open

More actions ▾ [Manage sessions](#)

Friday Sep 4
11:00 - 12:00PM EDT

Emily Chandler ▾

11:00-11:30
General Information

Staff attendees
Stephanie P and Emily C

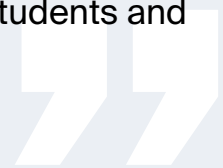
Student attendees
1 RSVP

From here, you can **Manage sessions, Add Team, Confirm sessions, Edit required qualifications** for 1:1s, and more. For step-by-step instructions on managing schedules and adding or removing team members, visit [this support article](#).

Important: Required preferences for 1:1 virtual information sessions can be changed only up until the time of that 1:1 session.

"Handshake has found a way to maintain the value of in-person fairs while redefining the experience in a virtual format. I'm so excited for students and employers to experience virtual fairs on Handshake!"

—Shellie Barber, Career Center Operations & Events Manager
at Santa Clara University



Virtual Career Fair Launch Checklist



-
- 01 Test your internet connection and Handshake Video at least a week before
 - 02 Log in early to grant permissions and test audio, video, and screen sharing
 - 03 Leverage Handshake Labels and notes to keep tabs on qualified attendees

Before the Fair

- Ensure you have a reliable internet connection; use the [Twilio Network Test](#) to determine if your browser can successfully access Handshake Video.
- Company admins can [create a test video call](#) before the fair and invite their teams.
- [Using a supported browser?](#) We recommend Chrome or Firefox for best experience.
- Confirm you've granted permission on your browser or app for both audio and video.
- Are your speakers and volume control both working? You can test the sound and microphone by using another platform or application on your device.
- Minimize the number of unused tabs and apps on your device when using video.

During the Fair

- Make eye contact with the camera to replicate in-person eye contact.
- Wear neutral colors, sit up tall, and project your voice so it's easier to hear you.
- Keep track of participants in your group sessions you want to follow up with later.
- Use **Handshake Labels** to manage participants of interest—create your labels prior to the fair, then on the day of, simply pull up the student's profile in Handshake to add the label. Find students with these labels later from the Search Students page.

- View & Add Notes** to a student's profile (located to the right of the Education section within a student's profile—pictured below).



The screenshot shows a student profile in Handshake. On the left, under the 'Education' section, there is a green square with a white 'S' icon. To its right, the text reads: 'School of Life primary education', 'Associates, College of Agriculture', 'Sep 2016 - Sep 2020', 'Major in Linguistics', and 'Minor in Diversity Studies'. On the right side of the profile, under the 'Actions' section, there are two blue buttons: 'Send a Message' and 'View & Add Notes'. Below the 'Actions' section is a 'Skills' section which is currently empty.

After the Fair

- After the Virtual Career Fair is over, send a message to qualified students in Handshake, download the resumes of students who attended, and schedule Virtual Interviews to qualify candidates for your open roles.
- Host a dedicated Virtual Event on Handshake to nurture qualified candidates.

Additional Tips & Employer Best Practices



- When creating your schedules, account for any needed breaks like lunch.
- Use Handshake Labels to identify participants you want to further engage. You can use the **Labels** filter on the **Search Students** page to locate these students later.



Tip: The 100 messages per recruiting season limit does not apply to students who RSVP for your career fairs—you can message them as many times as you want.

Hungry for more? Learn how to step up and stand out from other employers during Virtual Career Fairs by downloading [this best practices checklist](#).

Technology Requirements and Troubleshooting

Tech Requirements

Internet connection	✓ Broadband wired or wireless 3G or 4G/LTE
Speakers and a microphone	✓ Built-in, USB plug-in, or wireless Bluetooth
Webcam or HD webcam	✓ Built-in or USB plug-in
Supported devices	✓ Desktop web
Supported browsers	✓ Chrome (version 83 and higher for Windows) ✓ Safari (screen sharing feature is limited) ✓ MS Edge (older, non-Chromium versions do not support screen share) ✓ Firefox

Troubleshooting

- Refresh the page on your browser on desktop or mobile
- Restart the browser, or close the Handshake app and reopen
- Try a different supported browser, like Chrome or Firefox

Visit [this support article](#) for more on technology requirements and troubleshooting.

Important: If your work computer has a lot of IT settings, please ensure that your IT team whitelists the IP addresses and ports [in this article](#). We also recommend bringing your personal device to the virtual fair as a backup.