All information in this presentation is confidential and subject to change.
Meet Your Presenters

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  Handshake

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  Director, Marketing  
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How to Participate

Please go to [https://pollev.com/handshakec381](https://pollev.com/handshakec381) to submit your questions and upvote on other questions that have been submitted.
Handshake Employer Office Hours

- **Share this link**
- **Content:** Short product demo + best practices + open Q&A
- **Promotion:** Share registration link directly, or use our employer invite template
- **NOTE:** Please do not have your team attend these office hours to maintain space for employers
Student Training Webinar

- **When:** February 2nd at 3pm PT/6pm ET
- **Content:** Short product demo + best practices + open Q&A
- **Promotion:** [Share the registration link](#) with your students—Handshake will not be promoting directly.
- **NOTE:** Please do not have your team attend to maintain space for students—we will make the recording available!
Pre-spring releases

- In-app help center search for employers and career services—**LIVE**
- Students are able to join group sessions after they’ve started—**LIVE**
- Update language to clarify if student registration hasn’t yet opened
- Using “Industry Focus” field to promote fairs to relevant employers
- Reorganize & expand employer schedule editing options
- Encourage students to upload or refresh their resume
Marketing Tips from Wheaton College

• Build hype on social channels
  ○ 10 Day Tips Countdown

• Remind students their time commitment is only as big as the sessions they sign up for

• Email students about available, relevant sessions the day before the fair
  ○ Remember: Almost 30% of students sign up the day before or day of the fair
## Virtual Fair Roadmap: Release Notes

### For Career Services

<table>
<thead>
<tr>
<th>Category</th>
<th>Feature</th>
<th>Release Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fair Data</td>
<td>View number of group and 1:1 sessions per employer on employer registration page (Help)</td>
<td>RELEASED 7/20</td>
</tr>
<tr>
<td>Fair Data</td>
<td>View number of student signups for group and 1:1 sessions per employer on employer registration page (Help)</td>
<td>RELEASED 7/20</td>
</tr>
<tr>
<td>Fair Creation</td>
<td>Transition a physical fair to virtual (Help)</td>
<td>RELEASED 7/20</td>
</tr>
<tr>
<td>Employer Scheduling</td>
<td>Change fair schedule owner for employers (Help)</td>
<td>RELEASED 7/27</td>
</tr>
<tr>
<td>Student Marketing</td>
<td>Refreshed student invite template (Help)</td>
<td>RELEASED 8/7</td>
</tr>
<tr>
<td>Fair Data</td>
<td>Quick downloads—student and employer signups and attendance (Help)</td>
<td>RELEASED 8/18</td>
</tr>
</tbody>
</table>

### For Employers

<table>
<thead>
<tr>
<th>Category</th>
<th>Feature</th>
<th>Release Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing Schedules</td>
<td>Schedule owner can create schedules for representatives (Help)</td>
<td>RELEASED 7/20</td>
</tr>
<tr>
<td>Session Participation</td>
<td>Representatives can participate in group and 1:1 sessions (Help)</td>
<td>RELEASED 7/20</td>
</tr>
</tbody>
</table>
| Editing Schedules  | After publishing a schedule, schedule owner can:
|                   | • Mark a slot as busy         | RELEASED 8/3    |
|                   | • Add a new representative attendee                                   |                 |
|                   | • Add additional 1:1s for a representative who is only in group sessions |                 |
|                   | • Add/edit 1:1 session qualifications                                    |                 |
|                   | • Rename group sessions/descriptions                                    |                 |
|                   | • Cancel sessions                                                        |                 |

(Help)
We’ve refreshed the Virtual Fair Launch Kit!

Pre-built materials to help you plan, promote and launch your virtual fair:

- **NEW** virtual fair checklist
- **NEW** training webinar recordings
- **NEW** employer playbook

https://learn.joinhandshake.com/virtual-fair-launch-kit/