Pre-Fair Preparation - All times Eastern Standard Time
Navigating a Virtual Career Fair: Employer Tips for Success

Learn from employers how to navigate the fair, make a good first impression and make meaningful connections. Sign-up on our events page at career.clemson.edu.

Wednesday, January 20 - 4:30-5:30 pm, Virtual
Thursday, January 21 2:00-3:00 pm and 4:30-5:30 pm, Virtual

Virtual 30-Minute Mock Interviews

This event will allow you to practice your interview skills with an employer or a counselor via zoom! These sessions are 30 minutes and allow you to practice potential interview questions and discuss strategies to stand out. Sign-up on our events page at career.clemson.edu.

Thursday, January 21 - 9:00am-noon, Virtual

Virtual Resume Blitz

Don’t miss this valuable opportunity to receive resume feedback and network with employers. Employers and career counselors will offer valuable one-on-one critiquing and advice. Share your resume! Sign-up on our events page at career.clemson.edu. The Resume Blitz will be held on:

Friday, January 22 - 9:00am-12:00pm; 1:30pm-3:45pm, Virtual
Monday, January 25 - 9:00am-12:00pm; 1:30pm-3:45pm, Virtual

Before the Fair
• Update your resume and make sure to have a physical copy for your reference and digital copy (PDF). The Career Center is here to help. Try this RESUME HELP link, meet with a staff member during a Virtual Drop-In, or schedule an appointment with our staff.

• Register for the fair by going to ClemsonJobLink.

  o You have the option to indicate your top employers if you like. This will give employers an idea of how many recruiters to have on hand. You are not required to indicate your top employers.
  o Upload your resume
  o Upload a professional picture. This is optional.

• Research the companies that you are interested in meeting with.

  o What do they do, what skills or experience are they looking for, their mission and values statements, recent news regarding their company or industry, etc.

  o Note what software will they be using (Zoom, WebEx, etc.) and be sure you have downloaded to your computer.

  o Note the length of video chat they have indicated for their recruiters to help plan your day.

  o Note if the company has indicated they will be conducting information sessions or group chats and the times these will occur.

• Have a 30-second Commercial prepared. This guide offers great suggestions for crafting your 30-second commercial with information such as:

  o Why are you interested in the company, what types of positions are you seeking, previous work experience and how is it relevant, education, skills, future goals, etc.

• Make sure to have your LinkedIn profile updated so that employers can research you and find more information.

• Set up your Virtual Career Fair location away from noise and distractions. Take time to adjust your computer so you are at eye level and the lighting is favorable. Try not to use a handheld device.

• Test technology – video, audio, and lighting.

• Be organized – have company contact information, your resume, notes etc. ready and on hand.
**During the Virtual Career Fair**

- Dress professionally (avoid distracting patterns or noisy jewelry). Check out our Career Closet.
- Take a deep breath and give yourself a pep talk before joining the call. The superman pose really helps!
- Use strong body language. Do not chew gum.
  - Hold eye contact, use little hand gestures so not to distract from what you are saying, do not slouch, make sure to pay attention and be energetic and interested.
- Use professional business communication at all times (in chat box, as well).
- If you experience any technical difficulty just communicate with the employer.
- Take notes after speaking with employer of anything interesting about the conversation if you are sending an email afterwards.
- Employers will be allowed, if they choose, to chat with all students in their queue after the fair’s ending time. If an employer chooses to leave the fair early with students in their queue, your resume will automatically be emailed to the recruiter.
- A Student Help desk will be available to you from 5:30pm to 7:30pm during the fair.

**After the Virtual Career Fair**

- If you have contact information from a company, send them an email. Reintroduce yourself and make sure to thank them for their time. If you took any notes, it is beneficial to include something you discussed and enjoyed about the conversation. Let them know that you are interested in the company and potential working opportunities.

**Stay Connected**

- The Center for Career and Professional Development advertises positions and posts career advice through Facebook, Twitter, LinkedIn, and Instagram. For more information on everything Career Fair related, visit [http://career.clemson.edu/fairs](http://career.clemson.edu/fairs)

**Helpful Videos for the Virtual Career Fair**
PRE-CAREER FAIR PREP

https://youtu.be/wNGJhVq4nog

“DAY OF” CAREER FAIR INFORMATION

https://youtu.be/LOX8Tq1dTk

EMPLOYER RESEARCH

https://youtu.be/Wc5gSAIXgbU

POST CAREER FAIR

https://youtu.be/a2LnzjhXj4E

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