

VIRTUAL CAREER FAIR

Checklist

Even if virtual career fairs seem less daunting than live recruiting events, they should be taken seriously as an important opportunity to make a positive impression and potentially land the job you want. To get the most from a virtual career fair, including Forté's Virtual Career Fair, prepare for it by using this checklist before the event.



Sign up for Forté's Virtual Career Fair Strategy Session.

Don't go into the virtual career fair without a plan. Join a session and prepare a strategy to get the most from it and not waste recruiters' – and your – time.



Share your resume with employers in an exclusive resume book database.

Upload your resume to the resume book, which will be shared with all participating organizations. Stand out before you even show up at the event.



Identify companies you want to connect with and research them.

Interacting with company representatives is important for both your first impression of them and their first impression of you. Due diligence is essential to determine if a company is one you want to work for. Read about the prospective company's culture, mission, and values, as well as their history and background to ensure your goals align.



Create a list of questions to ask the recruiters of each company.

Recruiters want to see that you're genuinely curious and interested in their company. When (not if) they ask if you have questions, do not respond with silence. Be prepared with a list of questions specific to each organization – not all questions for every company should be the same. For answers that cannot be found on company websites, consider these sample questions:

- Who do you serve? Dig deeper into their clients, products, and services to determine if you can see yourself supporting them.
- Where do you operate? Learn about their national or global reach to ensure they operate in locations where you want to live. If you're interested in a global assignment, make sure they have global offices with opportunities for secondments. If you are looking for flexibility, ask about their remote work policy.
- What opportunities exist for mobility? Long-term success will partly depend on the trajectory of your career and the breadth and depth of your experiences. Be sure that company cares about professional development and helping its employees succeed above and beyond the role you're considering in the near-term. You could also ask about their track record in promoting women to leadership positions.
- What's your bottom line? Some companies exist solely to make a profit while others have a triple bottom line, which incorporates planet and people into the equation, too. If it's important to you, ask about their commitment to environmental and social issues, and how you might contribute to those goals.



Develop an elevator pitch – then practice, practice, practice.

This is your chance to show what you've done until now – and it's crucial to make a positive first impression. Be concise and impactful. Briefly highlight your top skills, interests, and experiences that make you a unique candidate. Be sure to tailor your description of your credentials to your audience. As with any important presentation, practice makes perfect, and practice builds confidence. Take the time to write down your elevator pitch and practice the various versions tailored to each of your top companies.



Get comfortable.

Unlike live career fairs, virtual career fairs will require you to sit for a while. Give some thought to a comfortable and quiet place for attending this virtual event. Familiarize yourself with the Hopin platform and Hopin's support website before Forté's Virtual Career Fair.