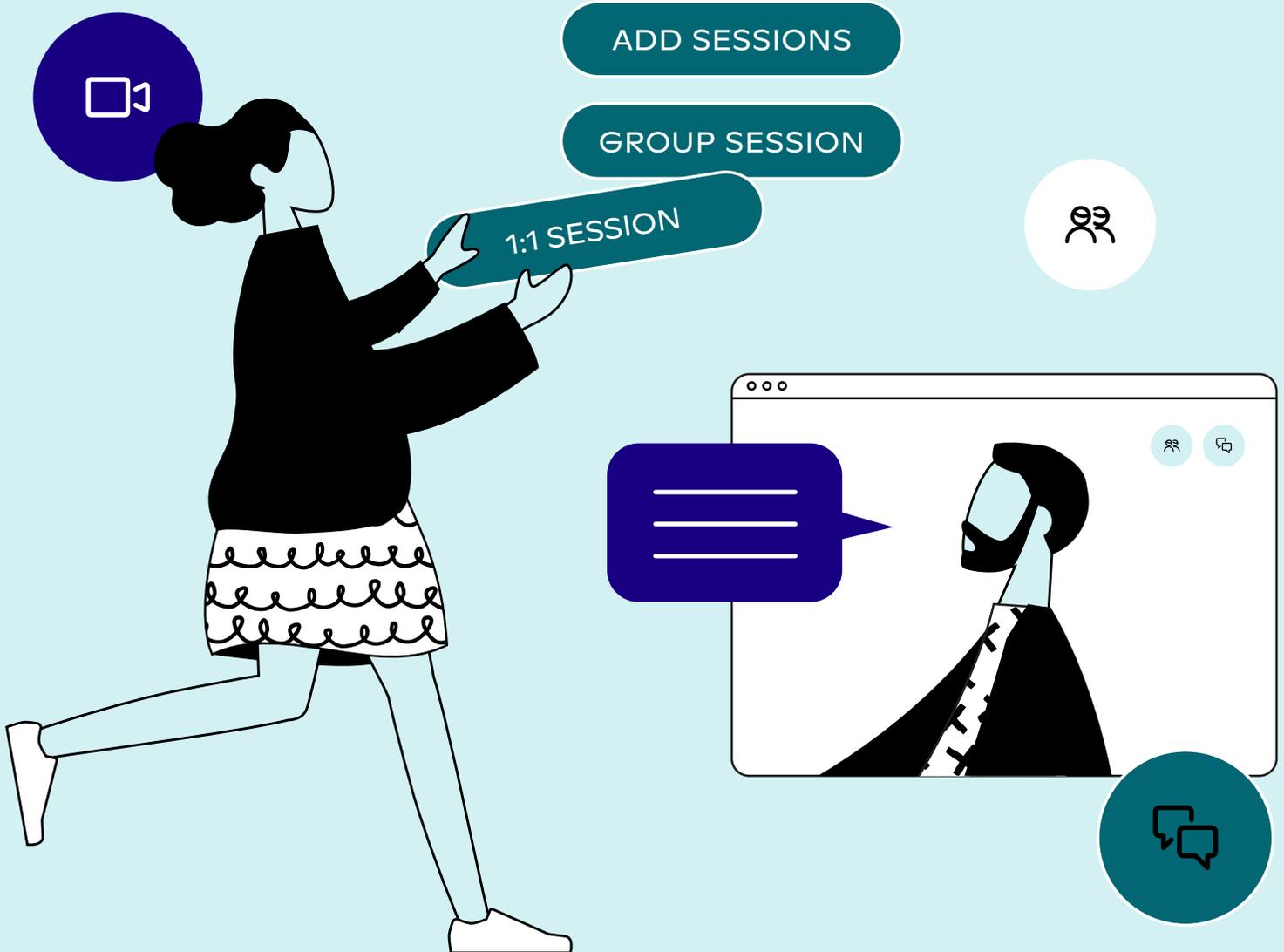


Handshake's Guide to Virtual Career Fairs



An Interactive Playbook for Employers



Virtual career fairs on Handshake help employers create meaningful connections with students in a virtual environment—no travel necessary.

According to NACE, the majority of employers (54%) are recruiting virtually through the 2020-2021 academic year. And even if campuses reopen, not all students plan to return right away, which means that virtual engagement is here to stay.

That's why Handshake launched a virtual career fair platform to support the 1,000+ partner schools on our network. With this new feature, employers can register to attend one of over

1,250 virtual fairs happening on Handshake this spring and **engage qualified students through interactive group sessions or personal 1:1 virtual information sessions.**

In this guide, we'll show you how to find and register for available virtual fairs, create memorable sessions, engage students, and enable your team. Let's get started.

Video

This playbook contains hyperlinks to bite-sized training videos. If you've yet to attend your first virtual career fair on Handshake, [watch a brief overview of the experience.](#)

"I lucked out with Handshake and even obtained my current internship through the platform. The virtual fair tool was very easy to use and I was able to reach out to one of the recruiters post fair and we have a call set up next week."

—Senior at George Washington University

Table of Contents

Virtual Career Fair Setup

Company and Staff Setup	3
Finding Virtual Career Fairs	4
Registering for Virtual Career Fairs	5
Creating a Schedule for Virtual Career Fairs	7
Hosting Group and 1:1 Virtual Info Sessions	9
Claiming and Participating in a Schedule	12
Managing Schedule Changes	13

Virtual Career Fair Launch Checklist 	15
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Appendix

Insights from the Fall & Other Best Practices	18
Technology Requirements & Troubleshooting	19

Company and Staff Setup

Before registering for a virtual fair on Handshake, you'll want to make sure your **Company Profile**, your account, and your staff's accounts are set up correctly and active.

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

First, make sure you and your colleagues who are participating in virtual fairs are connected to the correct company and have the appropriate roles and access. View who's connected, their roles, and status by signing in to Handshake, clicking on your name in the upper-right-hand corner, then **Teammates** from the drop-down menu.

If you don't see staff that should be connected, that means 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 in Handshake and request to join yours by following [these steps](#).

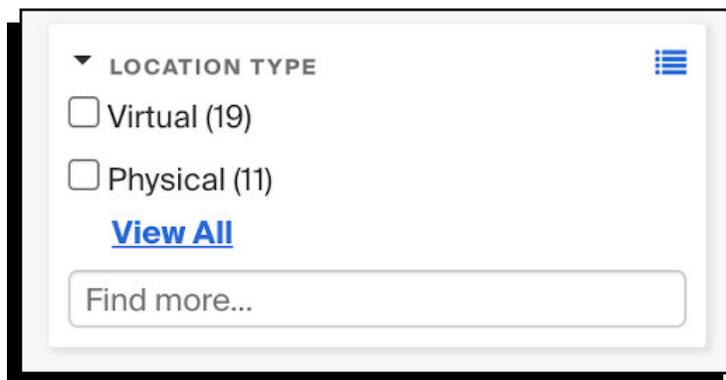
If they do not have a Handshake account, the Company Owner or Admin can invite them to join your company via [these steps](#). You may also want to share our [Getting Started with Handshake Guide](#) with your teammates, especially if they're new to Handshake.

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

Finding Virtual Career Fairs

This spring, over 450 schools will host more than 1,250 virtual fairs on Handshake.

To find upcoming virtual fairs, sign in to Handshake then navigate to **Fairs** at the bottom-left-hand corner of the screen. Once you're on the Career Fairs page, check Virtual from the Location Type drop-down menu. You can also use other filters on this page, like date and location, or opt to only show fairs hosted at partner schools.



☆ Important

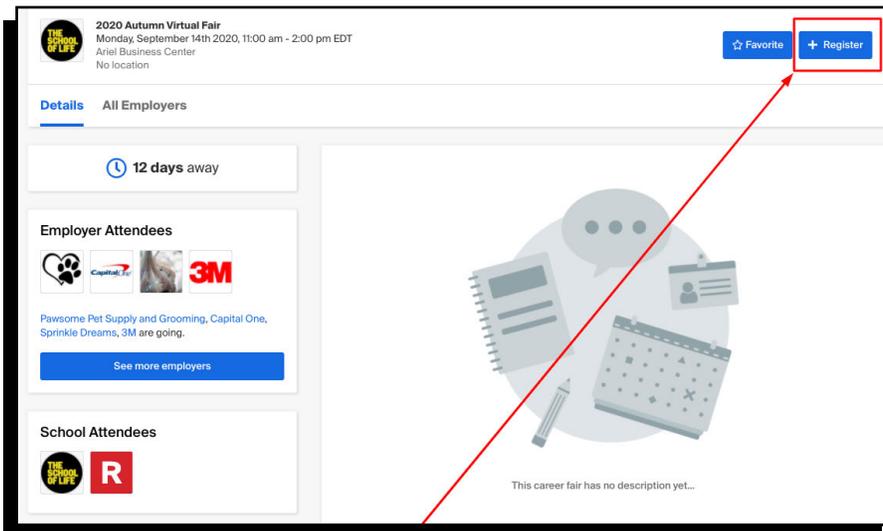
While employers can view all available virtual fairs, if you're not connected already, you will need to connect with that school on Handshake in order to register.

"Despite all our anxiety, the experience hosting the 2020 All Majors Career Fair for Howard University was nothing short of great! The virtual career fair platform is extremely reliable, and the 2020 All Majors Career Fair was the most attended career fair in Howard history."

—Justice Brown-Duso, Recruitment Specialist at Howard University

Registering for a Virtual Career Fair

From the available list of virtual fairs, click on the name of the fair you'd like to join, then click on the blue **Register** button in the upper-right-hand corner of the fair's page to register.



Registration Options
Please select your registration options below

Saturday, Jan 23, 1:00 pm - 5:00 pm

Registration Type

Normal - \$100.00

I will not be attending this day

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

Logistics is at the heart of everything around you. Have you ever thought about how items like your electronics or your groceries get to the store? Founded in 1920, CSB Logistics is a leading global transportation and logistics service provider, responsible for coordinating and moving goods bought and consumed every day.

CSB is fiercely dedicated to delivering unprecedented customer service. Powered by proprietary technology, smart people, and unrivaled commitment, CSB is successful because of its mission to

The career fair organizer has set a limit. 28 characters remaining

Schedule Owner

Kendra Burnett

You will be prompted to fill in the following required information, including:

- **Registration type**
- **Employer description** (the default is 750 characters, though is ultimately up to the school and fair; view the available limit below the company description text box)
- **Schedule owner** (this person must submit registration and create the fair's schedule; **Company Owners, Admins, or Recruiters** with an active Handshake account)
- **Divisions** (please leave this field blank if you're registering your entire company)
- **Payment method** (if applicable)

Important

Only the **Schedule Owner** can submit registration or set schedules. You may [change a Schedule Owner](#) as long as the registration period is still open.

Tip

To support multiple divisions, each employer registration allows for group sessions to be hosted throughout the entire fair (12 maximum, if the fair is 6 hours). Up to 100 teammates from across divisions can attend.

You may be asked to provide your open job titles and work authorization requirements, along with your preferred student criteria like years in school and major groups. Some schools may prompt you to supplement additional 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 that school for approval.

Video

Get a quick walkthrough on how to [find and register for virtual fairs](#) on Handshake.

“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

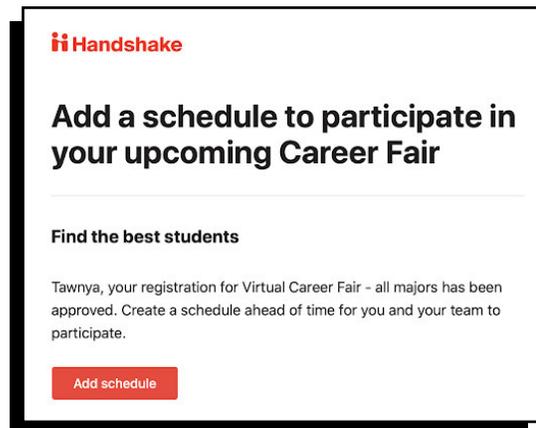
Once your registration has been approved, you'll receive an invite in your inbox to schedule sessions. By clicking on the link in this email, you'll be taken to the fair's **Schedule**.



Tip

To set or refer to your schedule at any time, sign in to Handshake, navigate to Fairs at the bottom of the left-hand panel, and click on the **Schedule** tab.

To add a new session, click on the gray **Add Sessions** button. 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 fair. Team members will need to have an active Handshake account to claim their schedule and attend the fair.



If you're not seeing a teammate listed, you can either add them manually and create their fair schedule (they'll receive an email with a prompt to set their password, though you'll still be able to set their role), or you can copy an invite link to share with your colleagues (though they'll need to create their own account and request approval to join your company).

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.

Employer Marketing - Google Drive
drive.google.com/.../OAM_gbDxwaPlgUK9PVA

- **Add team members**
- Add group sessions
- Add 1:1 sessions
- Review

Add team members

Who's attending this event?

Add recruiters, ambassadors, or anyone else attending group or 1:1 virtual sessions with students.

Search for a team member

Invite a team member who isn't on Handshake

Name	Email	Role	Status
<input type="checkbox"/> Lisa Taylor	lisa@joinhandshake.com	Recruiter	● Active acct

< 1/1 >

Video

Don't miss a beat—see the full schedule creation process in action.

Hosting Group and 1:1 Virtual Information Sessions

By participating in a virtual career fair on Handshake, you'll be able to **engage qualified students through group sessions for up to 50 attendees or 1:1 virtual information sessions**. How do you know when to host which?

Here are a few best practices for each:

Group Sessions	1:1 Sessions
30 minutes long by default	Up to 10 minutes long only
Host a diverse panel, virtual office tour, AMA, or gamified experience	Screen students and replicate in-person student-employer conversations
Opportunity for networking and small group info sessions for your priority segments	Opportunity for focused conversations
Can't set student sign up qualifications	Can set qualified criteria to view sessions and sign up
50 attendees with Handshake Video (or use your own video conferencing platform)	One student attendee and one employer attendee with Handshake Video (or use your own video conferencing platform)
Ability to record and offer on demand (Premium only)	No ability to record

Now that you have a better understanding of when to host a group versus a 1:1 session with a qualified candidate, let's get your schedule set up for success.

Video

Check out our walkthrough on [how to schedule and host virtual fair sessions](#).

Creating Group Sessions

Group sessions are 30 minutes long each, and after registering, employers will be able to create as many group sessions as they like within the time of the fair. Employers can host a group session using Handshake Video for up

to 50 attendees at a time, or can opt for their preferred video conferencing platform like WebEx or Zoom. If you choose the latter, your attendee limits will be determined by your provider.

DYK

Students attended more than 420,000 group sessions last fall. More than 3 in 4 students who signed up attended—32% higher than the industry average.

[Learn more.](#)

We've seen employers host group sessions to offer an inside look into their culture and people, answer live questions from students, or offer bite-sized skills-building workshops. Employers can personalize their sessions to students by inviting recently graduated alums and peers from their target student groups as guest speakers.

Tip

Want to offer your group session on demand? Get in touch to learn about the benefits of [Handshake Premium](#), like unlimited messages, Ambassadors, and more.

Don't host all of your sessions back-to-back. As you're planning your schedule, it's best to keep your team in mind who will need breaks for lunch and breaks throughout the day. Learn how to schedule and optimize your group sessions, including best practices for employers with multiple divisions, in [this support article](#).

Creating 1:1 Virtual Information Slots

One-on-one virtual information sessions give employers the opportunity to meet with individual, qualified students for up to 10 minutes (just like you would during an in-person career fair). These sessions are 10 minutes long, which cannot be changed.

DYK

Students attended more than 620,000 virtual 1:1 information sessions last fall. Nine in 10 students who signed up for one of these sessions ended up attending. [Learn more](#).

Employers looking to fill their 1:1 slots can start the fair with a few group sessions to educate candidates about their company and positions. They can leverage those larger sessions to invite qualified candidates to sign up for a 1:1 later in the day.

To ensure only qualified students sign up for these sessions, employers can also predefine criteria like graduation date range, school years, minimum GPA, and major. By enabling these preferences, you are limiting student sign up to only students that meet these qualifications.

Important

Qualifications will be paused 48 hours prior to the start of the fair unless opted out of. This will ensure you are able to fill empty spots close to the start of the fair.

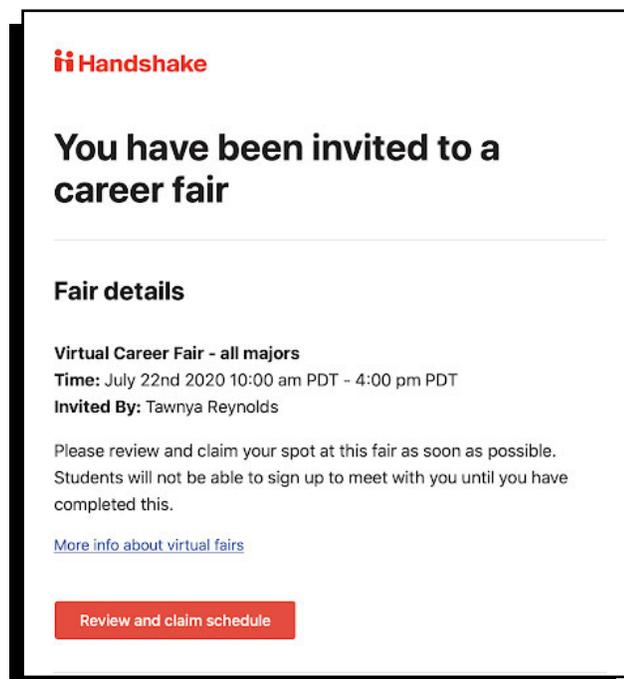
[See this article](#) for step-by-step instructions on creating 1:1 information sessions.

“I liked having an intimate session with smaller groups during the fair and bouncing questions off of each other. I really enjoyed seeing recruiters be themselves and being open to wanting to help us in any way possible.”

—Senior at University of Delaware

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**.



If you’re missing this email, you can claim your schedule directly within the fair. Sign in to Handshake, then click **Fairs** from the bottom of the left-hand panel and use the filters on the page to locate your fair. Click on the fair name, then the **Schedule** tab to claim.

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.

Once your team members claim their schedule, they'll be able to manage group and 1:1 virtual information session blocks. For group sessions, team members can **Mark as not attending**, and for 1:1 blocks, they can **Mark as busy** to signify that they are unable to attend that session.

Video

Watch how to claim a fair schedule [here](#) (and share this video with 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-hand column in your Handshake dashboard, then click on the fair name that you created a schedule for. From the fair overview, click on the **Schedule** tab to access your company's 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
18 sessions booked | 12 sessions open

Manage team **Manage sessions**

Monday Jul 15
9:00 - 10:00AM PST

Brent Burke (you)

9:00-9:10
 **Nicole Bains**
 Johnson Vaughn University

9:10-9:20
 **Ella-Louise Currie**
 Johnson Vaughn University

9:20-9:30
Open slot

9:30-10:00
 **Group session title**

Staff attendees	Student attendees	External meeting URL
Ian C, Kevin B + 2 more	23 RSVPs	https://easleywestlabs.zoom.us/j/8721425543

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

"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

In our third annual Campus to Career report, we found that 29% of students registered for a fair on the day of or the day before the fair. **The median registration was 5 days before the fair.** Employers looking to boost their attendance rates this spring should take advantage of proactive outreach to get students excited to sign up and attend their sessions.

DYK

Students received nearly 3x more messages from employers in the weeks following a fair than in the weeks leading up to it, leaving untapped potential for pre-fair engagement.

- Confirm participating staff have active Handshake accounts, are connected to your company, and have claimed their schedule (ideally 2-3 weeks before the fair).
- Ensure you have a reliable connection; invite your team to test Handshake Video.
- Using a supported browser? We recommend Chrome or Firefox for best experience.
- Confirm you've granted permission in your browser or app for both audio and video.

- Are your speakers and volume control working? You can test your 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

On the day of the fair, you'll be able to launch sessions up to 60 minutes early. Students may join up to five minutes early to test their connection, so keep that in mind.

For group sessions, Handshake will automatically disable audio and video for participants when 15 or more participants have joined—this is to preserve your audio and video. If you accidentally leave the session, you'll be able to rejoin until the session ends.

Handshake will display a one-minute warning before the scheduled end time. To allow for ongoing conversation, sessions will automatically close 20 minutes after.

- Make eye contact with the camera to replicate in-person conversations.
- 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 a 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 red circular logo for Cornell University. To its right, the text reads: 'Cornell University Primary Education', 'Advanced Certificate, College of Science', 'Sep 2017 - Sep 2022', 'Major In Education', and 'Minor In Astrophysics'. On the right side of the profile, under the 'Actions' section, there are two blue buttons: 'Send a Message' with a speech bubble icon and 'View & Add Notes' with a notepad icon.

After the Fair

Following a fair, employers are encouraged to reach out to the qualified students they met with and invite them to apply to a job, schedule an interview, or learn more about their company.

- 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.
- Share next steps or a recording with attendees and keep in touch year-round.
- Host a dedicated Virtual Event on Handshake to nurture qualified candidates.

DYK

Whether by viewing open roles, profiles, or applying for a job, most students who attended a fair engaged with employers after; **62% followed employers on the day of the fair.**

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.

Additional Tips & Employer Best Practices

Students attend virtual fairs to learn about the company culture and jobs, make personal connections through 1:1 sessions, and schedule meetings in advance to skip long lines. How can you offer meaningful experiences to match their expectations?

“Employers should be intentional about the types of content they share.

For us, it’s about showcasing the best parts of American Express, our colleagues, and our value proposition, and ensuring that it meets the needs of our students and that we’re not going in with a standard corporate presentation—but providing them with the answers they’re looking for as they’re launching their careers.”

—Chloe Ford, US Campus Diversity Manager at American Express

Students reported having trouble standing out to employers at virtual fairs, getting the information they needed from employers, and attending the sessions they wanted to attend because they were full. In fact, **1 in 4 weren’t able to attend the sessions they preferred.**

Tip

To boost accessibility and maximize visibility, **offer an on demand recording of your session to students who aren’t able to attend.** [Get in touch to learn how.](#)

Common reasons students skipped their virtual fair include a conflict coming up, not being interested in the employers or sessions, being too busy with class or homework, or forgetting about the session or changing their mind.

Hungry for more? Learn about all of the improvements we're making to virtual fairs on Handshake in real time by viewing [our product release notes](#).

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
- Restart your computer or device

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**.