

Virtual career fairs are an excellent way to connect with recruiters and can be more effective than applying online. Preparing for virtual career fairs with the tips below will help you maximize your effectiveness--and the chance that you will receive an interview.

A virtual career fair is still a career fair, so review the general career fair preparation tips in the [Torero Career Guide](#). It will also be helpful to review the "Virtual Interviewing Tips" handout.



BEFORE THE FAIR

Research the companies and their open positions to make a personal connection with their mission or work. Know which companies you want to talk to, and prepare relevant questions.

Recruiter Tips:

- Discuss specific positions or teams that interest you.
- Have a digital copy of your resume available to share on screen or as a chat attachment.

Test out the technology. Spend some time getting familiar with the software. This year, CDev is using the [Brazen platform](#) for our virtual events.

Be ready to introduce yourself. Brazen has capabilities for text, audio, or video chat. Be ready for all three, depending on the recruiter's preference, and choose video when possible.

Recruiter Tips:

- Have a pitch presentation ready – 30 seconds including what positions you are interested in, why this company, and what skills/experiences you bring to the table.
- Prepare for text chat by writing out this pitch as well as questions you plan to ask, so that you can quickly paste into Brazen if necessary.



DURING THE FAIR

First impressions matter. Dress the way you would at an in-person fair. Sit in a quiet place where you won't be interrupted. Check your lighting, your sound, and your background before the fair begins.

Recruiter Tips:

- Use a front light or computer light.
- Ensure your background is as neat and neutral as possible.
For example, if you're in your room, at least make your bed.
- Use a virtual background to minimize distractions. Make one with your full name, major, graduation year, and/or types of jobs you are seeking.
- Call out in advance any distracting noises that might occur during your time (trash day, dogs, kids, etc.) and use a headset or microphone if you know that the interviewer will have a difficult time hearing you.



DURING THE FAIR

Maximize your time! Brazen allows you to wait in line for multiple recruiters. Add yourself to multiple lists so that you don't waste time waiting to chat with just one organization. During the chat, engage the recruiter with questions. Once you complete a chat, you have the opportunity to immediately leave a thank you or follow up note in Brazen--take that opportunity.

Recruiter Tips:

- Make constant eye contact with the webcam--not the screen. Even though it's virtual, eye contact shows engagement.
- Have a few non-generic questions prepared to ask the person at the fair – how candidates are selected, what they search for in a strong candidate, how university grads and interns are placed on teams, additional opportunities to connect via virtual events outside of the fair, etc.
- Ask the best way to follow-up on an application.



AFTER THE FAIR

Next steps are important. When the fair is over, you can log in to Brazen and review all of your chats with recruiters in the History tab.

- Complete any application instructions you received from recruiters.
- Write thank you notes to each person you chatted with during the fair.
- If appropriate, send LinkedIn connection requests.