



Attracting Top Talent at Virtual TechFair: Best practices for an engaging and inclusive event

BEFORE THE EVENT

Booth login & configure audio / video:

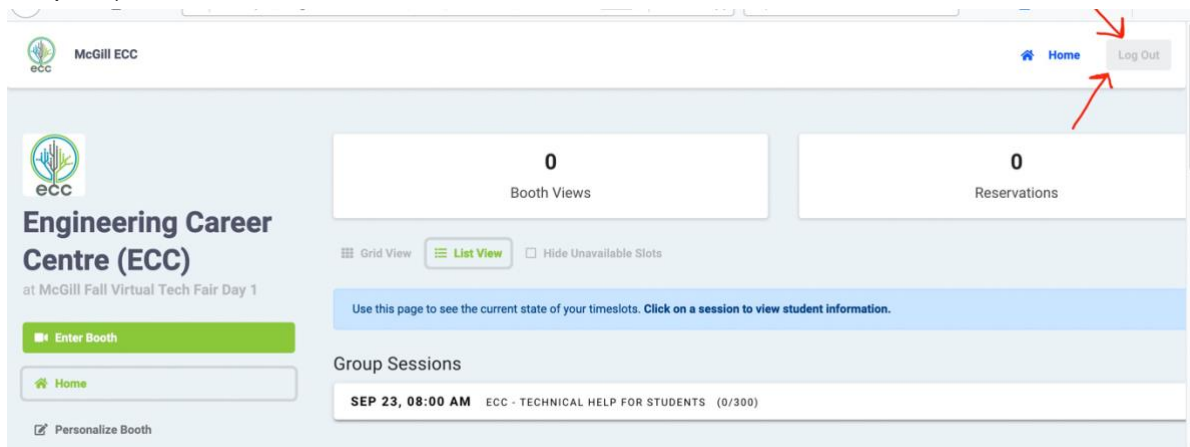
- ! Ensure that all representatives participating in 1:1 mini interview sessions at the virtual fair have **LOGGED INTO THE BOOTH** - tested booth login and password and tested the audio and video functionality of their computers - **BEFORE THE DAY OF THE EVENT.**
- ! They must use the booth login and password sent from the generic Eventus email – these cannot be changed!

Booth Setup:

Standard Package = 2 virtual booths (2 reps can be logged in simultaneously for 1:1 mini-interviews)
Premium Package = 5 virtual booths (5 reps can be logged in simultaneously for 1:1 mini-interviews)

- ! **Each virtual booth requires separate logins and setup**

When setting up multiple booths, you need to press the LOGOUT button in the top right of the screen before typing in login info for your second/third/etc. booth. Otherwise, even though you enter new login info, you will return to your first booth (info will already be entered in your booth description).



Booth Title:

It is recommended that you differentiate the booth titles to help students navigate:-

Examples:

Booth 1: ABC Engineering– Mechanical & Electrical
Booth 2: ABC Engineering – All Majors

or
Booth 1: ACME Co – Speak to Alumni
Booth 2: ACME Co – Rotational Programs
Booth 3: ACME Co – Open to All Majors

Booth Icon/ Logo:

- ! Upload a square image (ex: 500 pixels x 500 pixels) or it will not appear correctly to participants.
- ! If you need help resizing your icon/logo as a square, email us the image and we'll help you!



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Booth Description:

- Links to company website, careers page/ job postings, videos about interesting projects
- Names, titles, LinkedIn profiles of representatives attending virtual fair
- **Clearly indicate** your target audience –1:1 vs. group sessions
- Remember, only students with candidate profiles matching the 'preferred majors' and 'job type availability' indicated in your booth will be able to view your booth / book interactions.

Open To All Majors / Job Type Availability:

Please consider making at least 1 of your booths open to all 'preferred majors' & 'job type availability'. You are not required to open any 1:1 mini-interview sessions in this booth, but to make this event as inclusive as possible, we encourage you to host a group info session, and/or post information about your company in this booth. This will allow students across all engineering and science disciplines can learn about your company. If you require 1 extra booth for this purpose, please contact us.

Employer Representation:

- It is important to ensure diverse representation
- Highlight in your discussions how your organization values diversity in its employees
- Outline how early talent can make changes throughout the organization, speaking to your mission and goals, and honing in on what key takeaways you want students to get

Candidate Outreach:

- Starting September 30, 2021 at 8am EDT, the platform will open to students to begin pre-booking up for 1:1 chat sessions / group info sessions at your booth.
- You may wish to send out a video message, recorded audio message or email sharing your excitement to meet them (view registered students in your Booth login homepage), although this is not required.

Preparation for 1:1 Mini Interview Sessions:

- Time slots are 15 minutes in length
- Only one representative may login at a time per virtual booth to initiate the one-on-one chats
- Employers may want to block every 4th time slot session for a break or to accommodate a schedule change of representatives should more than one rep be managing the booth
- Only student profiles that match the 'Preferred Majors' and 'Job Type Availability' will be able to see your booth and book sessions (Group and 1:1 mini interview sessions)

Preparation for Group Info Sessions:

- Group sessions are not required, but we strongly encourage employers to host them!
- Length and frequency of Group Sessions are determined by the employers who must provide their own video conferencing platform and link. *i.e. Zoom, Microsoft Teams, Webex,*
- Do NOT require a password to join your meeting, as students will not receive this information when they book their Group Info Session. If your video conference software requires you to have a password, you must indicate this info in your booth description, otherwise, students will not be able to enter your session.
- Employers are able to decide the maximum capacity for group sessions. Please note: it is not possible to change this number after students begin to register for the group session



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DURING THE EVENT

- 1:1 time slots are 15 minutes in length. If a conversation ends before the 15 minutes is up and the next student for the upcoming session is in the waiting room, the representative is welcome to allow the next student in at his/her discretion
- The 15 minute mini-interview sessions do not end automatically so the booth rep needs to keep an eye on the time and manage the interview flow accordingly.
- You are invited to rename your name in the chat sessions so students know who they are speaking to, especially if your representatives will be on rotation throughout the day (in the Eventus video room, there is a People tab on the top left-hand corner)
- Students can sign up for 1:1 mini-interview sessions before the day-of event. On the day of the virtual fair, they can sign up for any other remaining open time slots
- Schedule follow-up calls for qualified candidates

AFTER THE EVENT

- Timely follow-up is critical with candidates of interest. You can refer back to your attendee's student profiles to continue building on the conversation with individuals who fit your ideal criteria.
- Employers may wish to send an email to students thanking them for visiting the booth and reiterate links to job postings or other relevant materials. Use the download feature in the platform to quickly gather data on the candidates who registered for sessions at your booth(s).

TROUBLESHOOTING FAQs

Unable to login to your virtual booth?

- Type the booth username and password into the login fields / do not copy and paste
- Cut and paste the URL into a different browser

Forgot booth password?

Please reference initial email with login credentials sent from "Eventus Team" (support@eventus.io). You must login to your booth with this auto-generated password.

Issues with video or microphone?

This may be due to permission settings, here are permissions articles for popular web browsers:

- **Chrome:** <https://support.google.com/chrome/answer/2693767?hl=en>
- **Microsoft Edge:** https://www.windowscentral.com/how-manage-site-permissions-new-microsoft-edge#allow_block_camera_mic_edge_chromium
- **Firefox:** <https://support.mozilla.org/en-US/kb/how-manage-your-camera-and-microphone-permissions>
- **Opera**
 - Video Permissions: <https://help.opera.com/en/latest/web-preferences/#camera>
 - Mic Permissions: <https://help.opera.com/en/latest/web-preferences/#microphone>

Questions? Contact the ECC at careers4engineers@mcgill.ca

Thank you for participating in virtual TechFair!