Virtual Career Fairs – Employer Quick Guide

- **Training**
  - Webinar: Handshake Virtual Career Fair Training for Employers
  - Resources: Virtual Fairs in Handshake: A Guide for Employers

- **Creating Schedules**
  - Duration of Virtual Career Fairs is 6 hours max
  - Once registered, employers can add schedules and sessions
  - Creating a Schedule for Virtual Fairs
  - Video: How to Set a Schedule for a Virtual Fair
  - Clear/specific titles and descriptions when creating sessions is highly recommended
  - Employers can select up to 15 representatives to participate in 1:1 or group session
  - Each representative needs to have a Handshake account
  - Representatives will need to review and claim their assigned schedules before students can register for sessions their sessions
    - Claiming & Participating in a Schedule
  - Employers can review the students’ profiles and download resumes on Handshake as usual
  - Managing Schedules for Virtual Fairs

- **Group Sessions**
  - Currently 3 group sessions max but number will increase to 5 at the end of September
  - 30 min duration max
  - Handshake video sessions allow up to 50 students per group session
  - Group sessions will not display students’ information but will show how many students have signed up
    - Video: Virtual Fairs Demo for Employers

- **1:1 Sessions**
  - 10 min duration max
  - Employers can set preferences on their 1:1 meetings to efficiently use virtual interaction time. Based on the preference, representatives can meet with all or a subset of students that match specific requirements (e.g. school year, major, GPA, etc.).
    - Video: Virtual Fairs Demo for Employers

- **Day of the Virtual Fair**
  - Video: How to Host Virtual Fair Sessions in Handshake
  - Log into Handshake
  - Launch sessions (up to 60 min in advance)
  - Sessions end automatically 20 minutes after the session end’s time (if not ended first)
  - After launching sessions, employers will have a preview of their videos
  - If using Chrome or Firefox, employers can share screens
  - Employers are also able to chat with students during the sessions
  - Help Center: https://support.joinhandshake.com/
  - Email: https://support.joinhandshake.com/hc/en-us/requests/new
  - Video: Handshake Video Requirements & Troubleshooting (Employers)
# Overview of Virtual Fair Guidelines

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<tr>
<th>Career Fair Element</th>
<th>Considerations on Usage</th>
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<tbody>
<tr>
<td>Employers</td>
<td>Up to 15 representatives can participate</td>
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<td>Hours per event</td>
<td>Up to 6 hours</td>
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<tr>
<td>Students per employer group session</td>
<td>60 in Handshake; Link an external video meeting to accommodate more students</td>
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<tr>
<td>Time per 1:1 and group sessions</td>
<td>10 minutes per 1:1 session; 30 min per group session</td>
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