

# Virtual Fairs in Handshake: A Guide for Employers

## 1. Create a Handshake Account

You will need an employer Handshake user account in order to register for virtual career fairs.

[Getting Started With Handshake: Employers](#)

## 2. Register for virtual fairs

You'll need an approved registration for a fair in order to engage with students.

[Identifying and Registering for Virtual Fairs](#)

[Video: How Employers Can Locate and Register for Virtual Fairs](#)

**Note** - make sure to link active job postings to your registration - this highlights opportunities for students participating in the fair!

## 3. Pay any registration fees from the school

Make sure to pay for the career fair registration.

[How to Pay for a Career Fair Registration](#)

## 4. Set your Schedule

**Only the Schedule Owner** will be able to create the initial schedule for your company. If this should be someone else, check out [this process to get a new Schedule Owner](#) designated.

Once the school approves your company's registration, the Schedule Owner will be able to create the initial schedule for the company. Once the initial schedule has been created, any team member, regardless of role, will be able to add new group sessions and 1:1 schedules, as well as take other schedule management steps described here [Managing Schedules for Virtual Fairs](#). Please check these additional resources for creating schedules:

- [Creating a Schedule for Virtual Fairs](#)
- [Video: How to Set a Schedule for a Virtual Fair](#)
- [Claiming & Participating in a Schedule](#)
- [Video: How to Claim a Virtual Fair Schedule](#)

### Notes

- Each company has a limit of 100 team members per virtual fair registration.
- Duration of Virtual Career Fairs is 6 hours max.
- 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.
- Before students can register for sessions their sessions, representatives will need to review and claim their assigned schedules by clicking the link in the email sent,

or they can login to Handshake, navigate to the fair, then click on the **Schedules** tab to claim their schedule.

- Representatives can edit existing schedules, cancel a session, transfer a 1:1 session schedule to a teammate or edit 1:1 qualifications.
- **Qualifications on 1:1 sessions will be removed 48 hours before the fair unless the employer opts out. Handshake will send an email to employers notifying them about this 72 hours before the fair.**
- Employers can "Add a new teammate" to their schedule after it is published.
- Employers can "Add a new 1:1 session" to their schedule after it is published.
- The Schedule editing options is now reorganized into two dropdown menus:
  - "Manage Team"
  - "Manage Sessions"
- Employers can review the students' profiles and download resumes on Handshake as usual.

#### Group Sessions

- 5 group sessions max.
- 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](#)

### **5. Encourage session signups**

Employers will not be able to invite students directly to their schedules, students will be responsible for signing up for all sessions. The sooner your teammates can claim their schedules, the better, as this allows students to see more options for signup. You can view empty and taken schedules within the **Schedule** tab.

Premium employers can utilize [Campaigns](#) to promote their fair attendance and encourage students to sign up for sessions!

### **6. Prepare for the Day-of a Virtual Fair**

There are several steps you can take well before the fair to ensure that the fair goes as smoothly as possible.

[Preparing for the Day-of a Virtual Fair](#)

## 7. Host sessions day-of the fair

Review the links below for a full walk-through of the fair experience.

[Hosting Virtual Fair Sessions](#)

[Video: How to Host Virtual Fair Sessions in Handshake](#)

### Notes

- 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 \(Employers\)](#)

## 8. Follow up with students after the fair

After your sessions are over, follow up with participants! You can [send messages in Handshake](#), [download resumes](#), and [Host Virtual Interviews](#). For more information, see [Following Up After a Virtual Fair](#).

## FAQs

### Has Handshake thought of how this feature will accommodate needs of small local employers as well as massive employers?

Scheduling will honor employer preferences. For smaller and local employers we will recommend group sessions to reach as many students as possible. A large employer may have the resources to send multiple representatives that can create 1:1 availability throughout the day.

### How will students and employers connect?

- There are two modes of virtual fair engagement:
  - 30-minute group sessions
  - Handshake video: can support up to 50 participants total
  - External video platform link: if the employer prefers their own video platform for large group sessions or expects to engage with more than 50 participants in group sessions
- 10 minute 1:1 sessions
  - Hosted via Handshake video or external video platform (can be changed to an external link individually after the schedule is created).
  - The length of both of these sessions cannot be updated in the first version of virtual fairs.

## Can employers ask custom questions before students sign up for 1:1 sessions?

- No, employers can't ask custom questions as a part of student registration.

## Will students be able to leave or join a session after it's started?

- Students can leave sessions up until the time that it is scheduled. We will show them a warning whenever they cancel a session, to promote professional behavior.
- Students can now sign up for and join a virtual fair group session after it has started (join a groups session late).

NOTE: This is currently available to students accessing Handshake via a browser. It'll be released on iOS and Android in the coming weeks.

## What happens if an employer representative has to cancel their attendance?

- The schedule may be transferred to a colleague that isn't already selected to participate in the fair - it can also be fully removed, or if it's just a portion of time, the representative can mark the 1:1 schedule as busy or group session as not attending.
- For a specific group session, they can also add a replacement host.

## Can students follow employers with no schedule?

- If a registered employer hasn't yet set up their virtual fair schedule, students viewing a list of available sessions will see the option to follow that employer. If they do, they'll get an email when the employer's schedule is posted.

## Additional Resources

Webinar: [Handshake Virtual Career Fair Training for Employers](#)

Resources: [Virtual Fairs in Handshake: A Guide for Employers](#)

[Virtual Fair Releases Notes](#)