

BYU VIRTUAL RECRUITING & TIPS FOR SUCCESS



Before your event: Use the following questions in planning your event.

- Purpose: What is the goal of your event? What students are you hoping to reach or connect with? What opportunities on the Menu of Services could you use to accomplish your purpose?
- People: Who on your team would be the best to talk to potential candidates? Is there value in using a recent intern or BYU alumni? Do you need to consider a diverse group to address a variety of questions?
- Promotion: What have you found successful for your group in outreaching candidates? Have you been using all the resources offered by BYU CEL? Do you have an active social media account that would be useful in promotion? Have you been using Handshake effectively? Are the students aware of your event?
- Plan: Are you aware of the options available in hosting your event? Do you have a platform your company uses such as Zoom or Google Hangout? Are you planning to attend the education event around Easy Virtual Fairs? Has someone tested your system to check video and audio? Is everyone on your team aware of the process and setup for your event? Has everyone tested their lighting and environment? Is everyone on board with the suggested dress code for the event? How can you show your company culture in a virtual setting?

During your event: Here's some tips we have from our own experience in virtual events.

- Plan to have a backup person or two, ready to step in if there are any technical problems. This way the event can continue on and you will not lose your audience.
- Be prepared with some chat questions to engage candidates. Candidates may not know where to start or when to join in. It is a good idea to have someone monitoring the chat so no one is missed or feels looked over.

"I did not get any kind of follow up from the companies I reached out to. It was difficult because there were many people on the chat at once." - Candidate at Statewide Alumni Career Fair

- Have introductions ready for colleagues, if necessary.
- Remove all distractions so you are completely focused on the event and the attendees.

"It took me a while to figure out what I should be doing, but once I understood how to interact with the employers it was really great." - Candidate at Statewide Alumni Career Fair

After your event:

- Follow up with all who attended. Let them know you appreciated them attending and ask follow-up questions.
- Have a plan for any who missed the event. Reach out to them with a personalized email.
- Consider tracking those who applied from a specific event. This could be helpful in your reporting on a specific fair or event.

