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**Handshake Virtual Fair FAQ & Best Practices**

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### How Does a Virtual Fair on Handshake Work?

- This new offering allows multiple representatives from your company to connect with students via 10-minute 1:1 appointments (video and/or chat) and/or by hosting 30-minute group sessions with up to 50 participants at a time (video and/or chat).
- Once employers' 1:1 schedules and group sessions have been set, student registration will open.
- Students will begin to sign up for a 1:1 or group sessions with your company in advance, and from there, you and your reps will be able to review the profiles and resumes of students on your schedule ahead of time.
- All interactions will take place within the platform itself.
- See below for more on group sessions: think: Company Presentation.

### What Does the Registration Process Look Like?

1. One registrant from the company submits a registration. Note: for now, the registrant will be the only one able to add reps and sessions.
2. The Career Center will approve registration.
3. The registrant will receive a notification to start scheduling (adding group sessions, reps, and edit 1:1 references).
4. Each representative added will receive a notification and can also access from the registration itself to claim their schedule.
5. Reps will now be able to edit schedules (mark as busy, build-in breaks, etc).

### What Do I Need to Know About Representatives?

- There's no minimum requirement for how many representatives you “send”, if possible, we recommend at least 4 that specialize in different areas.
- Editing or adding reps to your registration is available to you until registration closes.
- Day-of-fair booth participants will need to have active Handshake accounts in order to be added to the registration. Please direct them to these instructions to get signed up or email cmadmin@uw.edu to request a direct invitation.
- New users are defaulted to a 'recruiter' role. However, there is now a new limited-access "Representative" role which will remove user functions to post jobs, events, and other administrative functions to your company account.
- Note: this adjustment can only be done by an company profile Owner, after the new user has created their Handshake user account. See Employer Roles & Admin Tools for more details on Representative access and how to change it.
- Email cmadmin@uw.edu for help in identifying your company profile's Owner.
WHAT DO I NEED TO KNOW ABOUT GROUP SESSIONS?

- Employers can schedule multiple group sessions throughout the fair booth. Each session is 30 minutes and can be scheduled at a time of your choosing.
- Employers can utilize the group sessions any way you choose. Some ideas may include showing a presentation (with or without slides), describing company culture and/or current opportunities, or hosting a panel of representatives available to answer questions.
- If there are 15 participants or less in your group session, 2-way video and chat will be available.
- If there are more than 15 participants, video will only be available for employers, and participants can utilize the chat and a “raise your hand” feature.
- Group sessions are open to any registered student.
- You will have the ability to host your group session via Handshake’s internal video platform, or your own external platform.
  >>> What’s the difference? <<<
- Handshake: Handshake’s platform has a limit of 50 participants (including your reps), and is built into the platform. Handshake can offer technical support.
- External: You are limited to how many people can sign up for a session hosted by your External platform, however this will take participants out of the Handshake platform and technical support will not be available.

GROUP SESSION BEST PRACTICES:

- Add informative titles to group sessions
- We recommend no more than 3 group sessions per event.

WHAT DO I NEED TO KNOW ABOUT 1:1 SCHEDULES?

- 1:1 appointments are 10 minutes each and, by default, will be set to cover the entire length of the fair. All representatives will be able to mark individual slots as “busy” to limit their time or build in breaks.
- Employers will be able to apply certain qualifications (major, school year, grad dates, work authorization, GPA) to 1:1 schedules, which will restrict which students can meet with you.
  If even one qualification is off (i.e. missing from their profile or doesn’t align), a student will NOT be able to sign up for your schedule.
  ➢ ➢ ➢ Use ONLY when necessary!

1:1 SCHEDULING BEST PRACTICES:

- Please note that the CM Career Expo is open to both our Undergraduate & Graduate program populations. When available, we encourage you to “meet” with both audiences.
- This particular event in not only limited to CM students, we have welcomed all departments in the CBE and Civil Engineering. We recommend you pay close attention to the resumes and profiles that you have access to when setting up your 1:1s to identify those that best suit your openings.
- We recommend that you not set the “school year” filter, as it doesn’t always align with an intended graduation date.
- Include your specialty or recruiting info in your Handshake user name or title as it is visible to students.
- 1:1 appointments do not currently have a timer function, so please track your own time to stay on schedule with students throughout the day.
HOW CAN MY TEAM PREPARE?

- Students will schedule themselves when they register (in advance), allowing your recruiters/reps to view profiles ahead of the event. However, students can technically still register up to and including the day of the fair, so check back often!

- You will be able to add opportunities (internships/jobs) to your registration between now and the event. Students often look to these when deciding who they’d like to meet with (or not).

- In the “Company Description” section of your registration, we encourage you to include links to your company website to generate more interest. For example, diversity programs or initiatives, upcoming events and opportunities (that aren’t in Handshake), etc. The registrant can update this section up until the fair.

- Confirm your video and audio settings prior to the fair. You will be able to log in 60 minutes prior to the fair to test your video and audio on the day of.

TOP 3 VIRTUAL FAIR RESOURCES:

1. **Start Here > > >**
   Virtual Fairs in Handshake: A Guide for Employers

2. **Get a Sneak Peak > > >**
   Handshake has created a helpful video of what the scheduling process will look like once you create a registration. Check it out!

3. **Watch > > >**
   The Employer Virtual Fair Training video to see all of the information on this flyer in action.

ADDITIONAL RESOURCES:

- How to Register for the Virtual Fair
- How to Edit Your Registration
- How to Add a Representative to Your Registration
- Creating a Schedule for Virtual Fairs
- How to Claim a Schedule (Video)
- Schedule Management
- Twilio Test Page
- Video Requirements & Troubleshooting
- Day-of: How to Access the Virtual Fair and Launch Sessions (Video)
- Day-of: Report an Issue
- Day-of: Trust & Safety