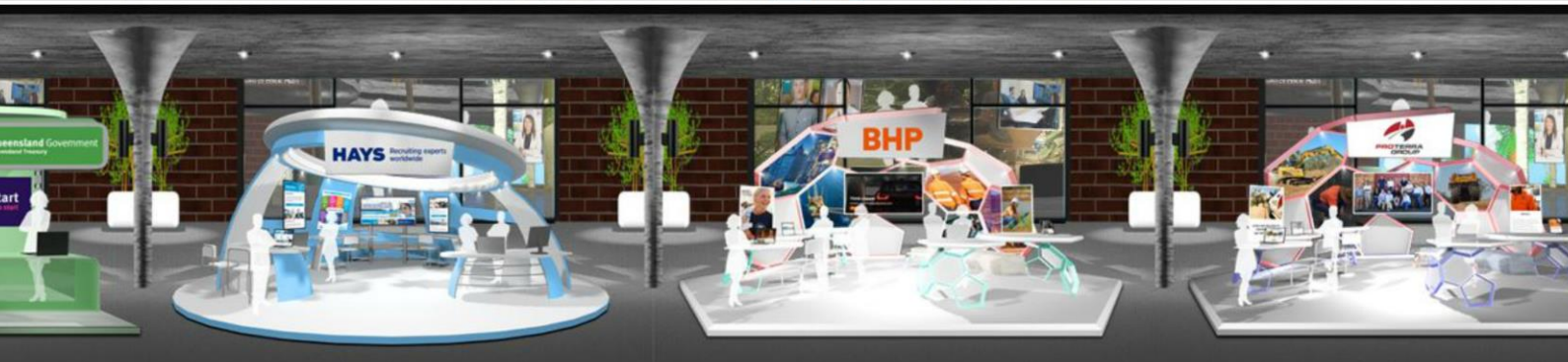# USQ's Online Career Fair

Exhibitor Handbook

Key information:
- Making the most of your virtual booth
- Preparing for USQ's Online Career Fair
- Accessing the Live Chat session
  12 March, 10am – 1pm (AEST)

COPY OF INVITE:

USQ's Online Career Fair
Booth display: 9 – 13 March 2020
Live chat: 12 March 2020

USQ are currently taking expressions of interest for USQ's Online Career Fair 2020 (previously known as GradFair). This online career fair enables employers to reach not only our on-campus students but the 70% of USQ's student cohort who study online and are located across Australia and the world.

For our 2020 fair we are welcoming the inclusion of not only graduate opportunities, but internships, vacation work and work experience opportunities as well.

USQ's Online Career Fair allows you to connect with USQ students and recent graduates online and from the comfort of your own desk, saving you time, effort and money!

As an employer participant in USQ's Online Career Fair, you will get:
- A customised virtual booth created by our developers to promote your brand and showcase current vacancies. Your booth will be open for students to view from 9 - 13 March 2020.
- **Live chat** with potential candidates in real time on **Thursday, 12 March** from 10am – 1pm (AEST). At least one representative from your organisation must be available for this session.

Numbers are strictly limited, so submit your expression of interest today! USQ Careers and Employability will be in contact with you to inform you of the outcome of your expression of interest by January 22, 2020.

This is a **complimentary** offering to you, our valued employer.

Expressions of interest close January 18, 2020.

Express interest in Virtual Booth here

For further information please refer to the FAQs or contact USQ Careers and Employability: 07 4631 2372, careers@usq.edu.au

CONTENTS:

Making the most of your virtual booth

Virtual career fairs have surfaced as a dynamic solution to help employers in breaking free from all the limitations of the traditional events. By providing an online platform, employers and job seekers can now connect in a virtual setting mimicking the feel of a physical event, but without the restricting attributes known to be a source of frustration for recruiters.

Let's dive into the core functionalities offered by USQ's Online Career Fair booths that strengthen employer branding, reduce time-to-hire and ensure that your visitors are blown away with a lasting first impression.

What's great about virtual booths is that they have a lot of room for you to get creative with the type of information you want to present to candidates. They have ample space for branding, content (videos, brochures, forms) and interaction. Mimicking the feel of a real-life event, your virtual booth with be custom designed.

Booth files

Upon approval of your EOI you will be asked for a number of items so we can populate your booth for you. When thinking how you would like your booth to look, please ensure you send us your booth images, logo and banners in a high-resolution JPEG or PNG format. Below is a booth so you can get the idea of how it may look.

Additionally, booths will enable ease of information exchange with two levels of tabs (customisable) leading to content such as:

1. Company information
2. Downloadable brochures
3. Available positions
4. Videos
5. Photo gallery
6. External web links (such a social media, online forms or websites)

1. Company information

This will be a short <u>paragraph or two on your company,</u> so students can get a feel for your business values and work culture.

2. Downloadable brochures

In this section you can upload as many brochures or information sheets as you like. Think of it as the place where you would originally hand out flyers at a face-to-face event, but in this case they are more accessible and cost and environmentally friendly.

From case studies, brochures, articles, blog links- there's a lot that can be shared. Your targeted content should speak directly with your ideal candidate and be built to answer practical job seeker questions associated with the organization.

Aim to have <u>5-6 great pieces of content if possible.</u>

3. Available positions

Making it effortless to search for jobs based on industry, job type, or company name, the job board makes it easy for talent to submit resumes. By uploading positions available in your organisation, visitors will be able to apply directly through the link you provide (perhaps provide a link straight to the job advertisement on your own job board).

To derive the maximum benefit from this online event, aim towards sharing <u>as many jobs as possible, cover all the disciplines you employ under.</u> We would hope to be able to advertise at least five positions for you, even if some are generic and lead to a 'contact us' page so that the students can see the range of roles you offer.

**Students who attended last year made a comment that companies didn't show all positions or disciplines they employed. Students only discovered this after chatting with the employer and specifically asking.

4. Videos

Provide <u>videos highlighting company culture, upcoming initiatives, and other incentives to spark job seeker interest in applying for positions</u>. Employers can make use of this feature to share compelling content. Simply include the link on YouTube or Vimeo to our registration form in the corresponding video heading and they will be uploaded to your booth. Although it is your decision, the current recommended video duration for your content is estimated to be about between 2-3 minutes to "hook" the audience.

It would be a great <u>added incentive to create a special video for our students/graduates</u>, giving them some extra information on who you are, your insights into the positions, the application process, and what to expect at the organisation. We can assist you with creating this if you wish, contact careers@usq.edu.au to organise this. If this video is provided, we'll make a special tab on your booth for students to easily find and view.

5. Photo gallery

Upload <u>photos showcasing work life at the company</u> to give students a feel for the culture and the sort of work you do.

6. External Web Linked

Provide additional <u>links to websites or social media pages</u> to allow students to connect and find additional information outside your virtual booth.

Representatives

Optimize each virtual booth for success by manning them with your best representatives. Having booth reps who are well-versed with their department information and the corporate culture can leave a lasting impact on all candidates who interact with them during the virtual career fair.

You will be required to have <u>at least one representative available online during the 3-hour live chat session</u>. Some companies in the past have had 2-3 available. We can organise to get you multiple logins so you can call on the <u>extra representative if required</u>.

Changes to your booth:

Leading up to the event you will be provided samples of your booth and able to request any changes to the look or content of your booth. From 2nd March (date subject to change), there will be NO changes allowed, unless there are extenuating circumstances or incorrect information has been included at the fault of the event organisers, please contact the Careers & Employability team if this occurs.

Your access to the online fair

Upon acceptance of your EOI, you will receive your login details. We recommend that a week before USQ's Online Career Fair gets started you should test your accessibility to the site.

There are two access points for the Career Fair platform. There is the career fair event site and the chatroom. On receiving your login information, you will receive the links to the Career Fair event site and the Career Fair chatroom (example below) for testing.

We recommend that you use Google Chrome when accessing the site.

If you find that you are blocked from accessing the links provided, please contact us and we are able to send you the firewall configuration information for your organisations IT people to do some setting on your firewall to exempt the links from blocking.
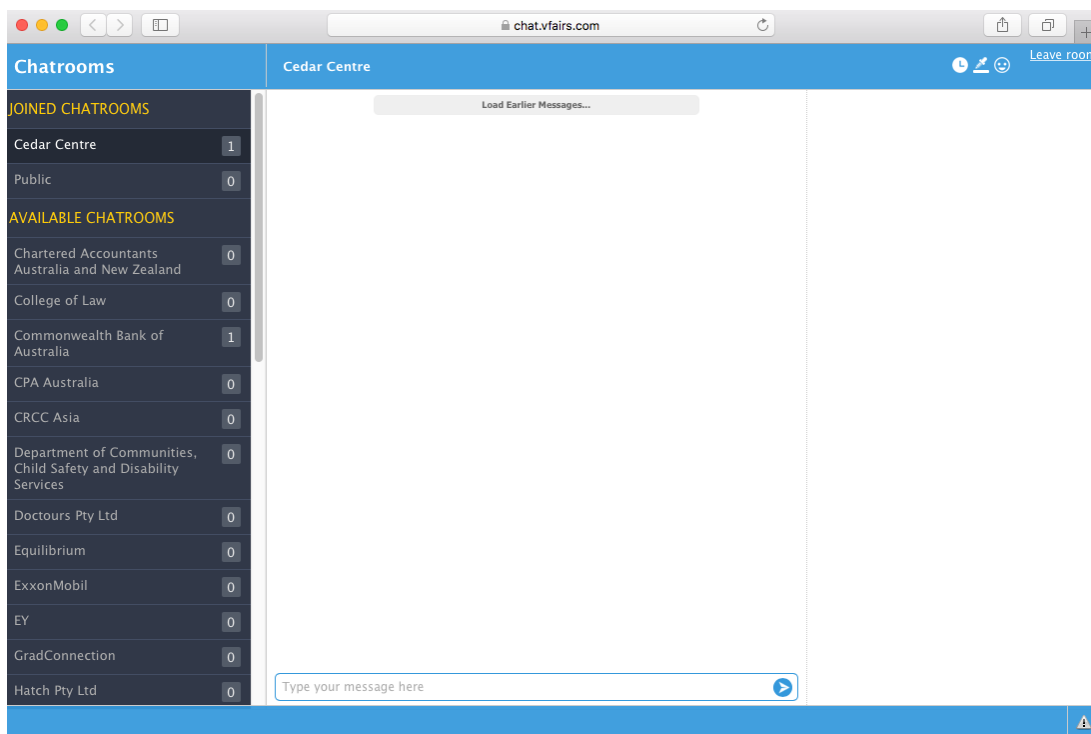
Live Chat Guide

Live Chat held: 10:00am – 1:00pm Thursday 12th March (AEST)

The below instructions will detail how you can navigate USQ's Online Career Fair platform to access your booth and interact with users through live chat.

Login Instructions

Prior to the event you will receive an email with the URL to the event and login details. This email will have the subject: USQ's Online Career Fair Login Details.

If you require **multiple logins,** please contact the Careers & Employability team as a priority (at least 1 week prior to event) and we can arrange multiple login details per organisations.

We would strongly advise testing your log in details before the event. Please notify the Careers & Employability team if you are experiencing issues logging in to the portal.

Open the landing page using the URL supplied in the email and click on '**Login**' (top right option).

Accessing Your Booth

Once you login, you will be taken to the lobby from where you can click on **'Exhibit Hall'** from the top menu to be taken to the hall.

To visit your online booth, search in the '**Exhibitors Index'** section inside the exhibition hall. Alternatively, you can **scroll** left to right using the **arrows** to find and select your booth.

Live Chat

Once you are inside your booth you can view a list of users who are online and visiting your booth. This will be visible under the **Users Online**.

To chat on behalf of your booth, click on the '**Chat to Employer'** button to hold the chat room. By doing this, your employer name will be shown as active in the chat room.

Note: Public Chat will display in a large main window. Private Chats will display in a small pop up.

- ### Private Chat

To initiate a private chat, click on an online user and you'll see the option to invite them for a private chat. Once you do, a small pop up will open up and you can have text, audio and video chat with the user.
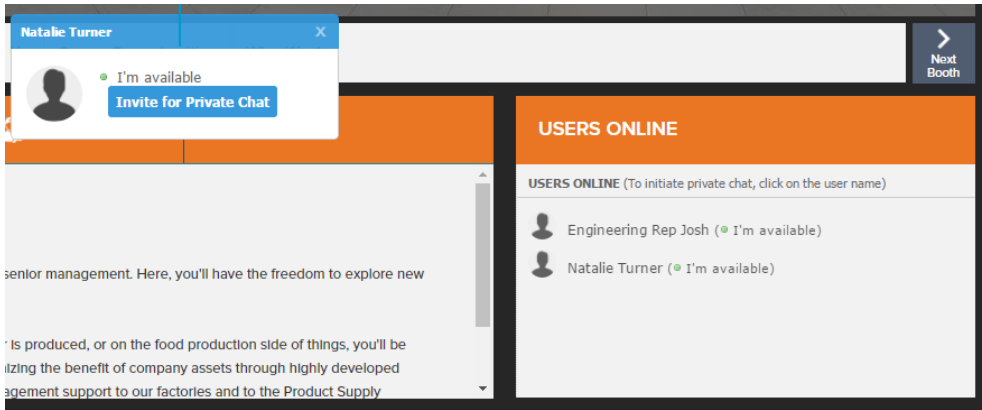
To use **video or audio chat** please ensure you have access to a strong internet connection with good bandwidth. You will also need to have a web camera, microphone, speaker or headset.

- ## Public Chat

Once diverted to the chat interface, make sure your chat room appears under the **'Joined Chatrooms'** section. If not, click on your chat room to join.

Tips

You may like to consider preparing a Word document that have the responses to generic questions that you may be asked by students. That way you can cut and paste responses into the chat bar when you are busy.

We recommend that you instigate conversation when you see users are online. Something as simple *as 'Hello, I'm John from ABC Company here, how are you today?'* would be suitable.

Just remember that this is just like a normal on campus Career Fair. Students will visit your virtual booth, chat with you, and then can access your materials. They have the added ability to view your current listings and visit your website directly from your virtual booth.
As with an on-campus Career Fair some students are very proactive and confident, and others may require a little coaxing!

Contact details:

The Online Career Fair Event Team will be contactable leading up to the event and on the day to assist with any issues you may experience. For assistance please contact:

USQ's Online Career Fair, Project Manager

Jennifer Burke

07 4631 2372

Jennifer.Burke@usq.edu.au

USQ's Online Career Fair, Project Officer

Emily MacManus

07 4631 2577

Emily.MacManus@usq.edu.au

Careers & Employability Team

07 4631 2372

careers@usq.edu.au

We hope you have a great experience!