



Participating in a Virtual Career Fair

The step-by-step guide

How to get started

Accessing the event

1

You need an account for Graduateland Recruiter. This is easily created - if you already have one, just log in. You can invite your colleagues at a later point.

2

You need to find and register to the event. Events are located in the event tab in Graduateland Recruiter, [which you'll find here](#).

3

Once you have registered you should start setting up your stall. You'll find detailed instructions further in this document.

4

You also may add the career opportunities that you want to bring with you to the fair. This is done easily as part of the stall setup interface.

5

Once you are happy with your stall, you can set your stall online - then students can access your content and start their preparation.

Virtual Fair Guide

How to Set Up a Stall

Virtual Career Fair

Set up your stall

Some tips before you get started...



ADD A PHOTO TO YOUR PROFILE

If you add a picture to your profile, you are more likely to get more chats because candidates can see the people sitting on the other side.



POST YOUR JOBS IN TIME

Always include relevant jobs and put them online at least 10 days before the event. This will give you more job views and applications.



PREVIEW YOUR STALL

Use the preview function to preview your stall so that everything looks great and be sure to include all relevant jobs.



PUT YOUR STALL ONLINE

Your stall will be visible to candidates 10 days before the event. The sooner you put your stall online with your jobs, the more applications.



UPDATE YOUR FAQs

Always have FAQs added to your stall and remember that you can always update them during the event as well.

**30 official university partners and source candidates
from +5.000 universities**

Virtual Career Fair

Set up your stall

Online talent

All chats (0)

My chats (0)

Stall settings

All events - Work abroad - VCF | 20 November 13:00 to 16:00 CET

Stall settings

Preview stall

☐ Stall online

Save

1 Stall settings

2 Chat topic settings

3 Candidate requirements

4 Team

☐ Frequently asked questions

Go through the 4 steps to set up your online stall

Frequently asked question #1

Can anyone apply for your positions?

Frequently asked question #2

How do I apply?

Frequently asked question #3

I am not a 100% match, can I still apply?

Answer #1

You will need to meet the general requirements and in addition have an EU-working permit.

Answer #2

All the information about the recruitment process can be found on our career page. Please let us know if you have any specific questions about the process.

Answer #3

As long as you meet the necessary criteria of the role you are always welcome to apply!

1 Stall information

Title of company description

Learn more about...

Company stall description

Working at Graduateland

At Graduateland, the motto is "if everything seems under control, you're not going fast enough" - We think the motto suits a company that is expanding at our rate, with a vision to change the future of job hunting and recruitment.

Add an image to your company description

 Add image (339 x 450px)

When you've added the info, click on 'Done'

 Stall video

Video title

Come and change the way of recruitment!

Video URL (YouTube or Vimeo)

<https://www.youtube.com/watch?v=5ImKHKis8>

Done

or

Post a project/thesis for this event

Post a job for this event

Virtual Career Fair

Set up your stall

Online talent

All chats (0)

My chats (0)

Stall settings

All events - IT Career Day 2020 hosted by DIKU Business Club | 14 May 14:00 to 17:30 CEST

Stall settings

Preview stall

☒ Stall online

Save

☒ Stall settings

2 Chat topic settings

3 Candidate requirements

4 Team

Chat topics

Job opportunities

Technical questions

Work culture en Netcompany

Other queries

Job opportunities

Technical questions

Work culture en
Netcompany

Other queries

☐ Don't promote any jobs

Customise the topics that
you want to chat about

Job opportunities

Select which jobs you would like to allow users to discuss

	Title and country	Post date	Expiry date	Views	Applicants
<input checked="" type="checkbox"/>	IT Consultant Copenhagen, Denmark	17 September 2019	1 December 2020	3,544	61
<input checked="" type="checkbox"/>	Studentermedhjælpere til Danmarks mest... Copenhagen, Denmark	17 September 2019	1 December 2020	8,980	218
<input checked="" type="checkbox"/>	Testkonsulenter til udvikling af... Copenhagen, Denmark	9 December 2019	1 December 2020	1,213	11
<input checked="" type="checkbox"/>	Vi søger skarpe konsulenter, der... Copenhagen, Denmark	9 December 2019	1 December 2020	1,804	16

Click on the jobs you
want to promote during
the event

Done

or

Post a project/thesis for this event

Post a job for this event

Virtual Career Fair

Set up your stall

All events - Work abroad - VCF | 20 November 13:00 to 16:00 CET

Stall settings

Preview stall

☐ Stall online

Save

✓ Stall settings

✓ Chat topic settings

✓ Candidate requirements

✓ Team

Mandatory requirement



Required languages

Mandatory languages

English x

Candidates must match all these requirements



Secondary languages

Danish x

German x

Candidates must match at least one of these requirements

Degree major



Degree levels

Master's degree x



Degree majors

Type or select

User preferences - positions



Job types

Full-time x

Graduate programme x



Job categories

Business & Strategy x

IT & Software x

User preferences - locations

Countries

Germany x

Add your general hiring requirements. This will be visible in the stall and a requirement for starting a chat.

NOTE: Job specific requirements can be added for each specific job

Virtual Career Fair

Set up your stall

Online talent

All chats (2)

My chats (0)

Stall settings

LIVE Presentations

All events - Graduate Virtual Career Fair - Demo event | 7 May 13:00 to 14:00 CEST

Stall settings

Save, preview your stall
and put it Online!

Preview stall



Stall online

Save

✓ Stall settings

2 Chat topic settings

3 Candidate requirements

4 Team

Chat team

Gordon Knowles

Edit

Kasper Nielsen

Edit

Your team members (3)

John Doe
Talent Acquisition Manager

Add

Susan Brown
Head of HR

Add

Valdis Balodis

Add

Invite new team member +

Click 'Add' to include
your colleagues to the
event so that they can
attend

Done

or

Post a project/thesis for this event

Post a job for this event

Virtual Fair Guide

How to Chat & Interact

Virtual Career Fair

Chat and Interact

Some tips before you get started...



BE PROACTIVE AND REACH OUT

Any time that you are not spending on answering questions should be used to reach out to new potential candidates.



SHARE THE RIGHT JOB LINK

When chatting, be sure to share links to job ads on Graduateland as opposed to your own career site. You will avoid confusion and receive a more accurate data report after the event.



SHARE AND PROMOTE THE VCF

The more you alert your fans and followers on social media that you are participating, the more candidates you will have to chat with at the actual event.



DECIDE WHO'S WORKING THE EVENT

We usually recommend 3-5 team members to make the most out of the event. If you're in doubt, reach out to your account manager for a recommendation.



ORGANISE YOUR TEAM MEMBERS

Decide who's in charge of your different topics. One person should have the full overview of the chats and appoint the suitable team member to the incoming chats.

30 official university partners and source candidates
from +5.000 universities

Virtual Career Fair

Chat and interact - Candidate overview

Online talent

All chats (0)

My chats (0)

Stall settings

All events - Work abroad - VCF | 20 November 13:00 to 16:00 CET

Visual overview

Sourcing

Click on 'Sourcing' to get the full list of candidates!

1143
CANDIDATES ONLINE NOW

Engagement the last 7 days

14,350 candidates in total

550

VIEWED YOUR JOB

68

APPLIED FOR YOUR JOB

12,745

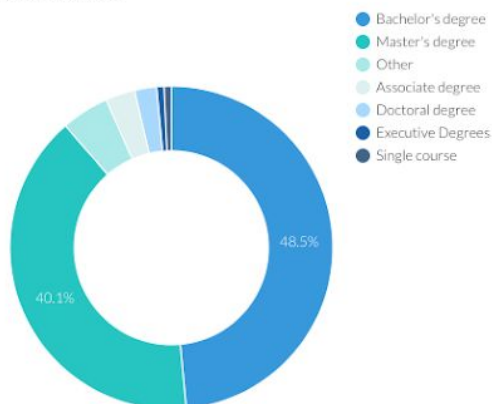
NEW FOLLOWERS

987

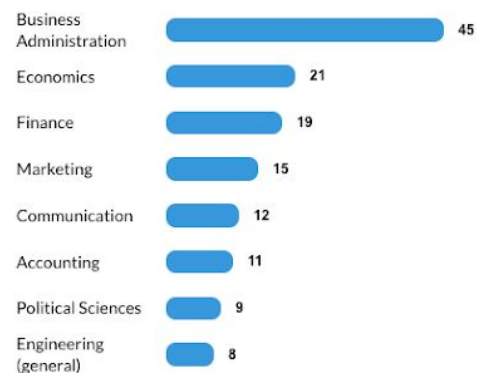
VISITED YOUR EMPLOYER PROFILE

Who are these talents?

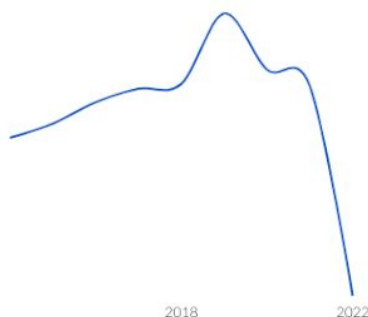
DEGREE LEVELS



DEGREE MAJORS



GRADUATION YEAR



RATIO BETWEEN STUDENTS/GRADUATES

Students 38% 62% Graduates

All this information can be used as potential filters to find the right candidate!

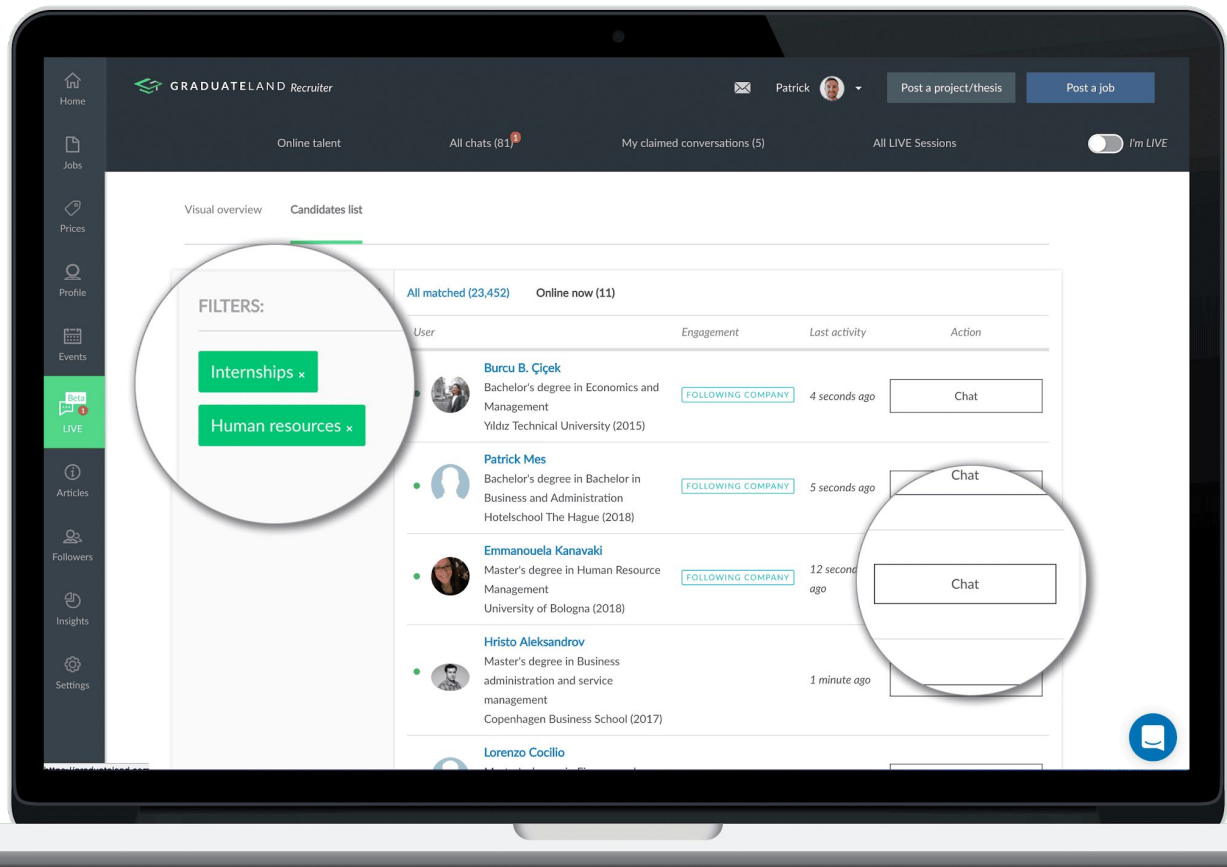
What are the online candidates looking for?

PREFERRED WORK LOCATIONS



Virtual Career Fair

Chat and interact - Source candidates



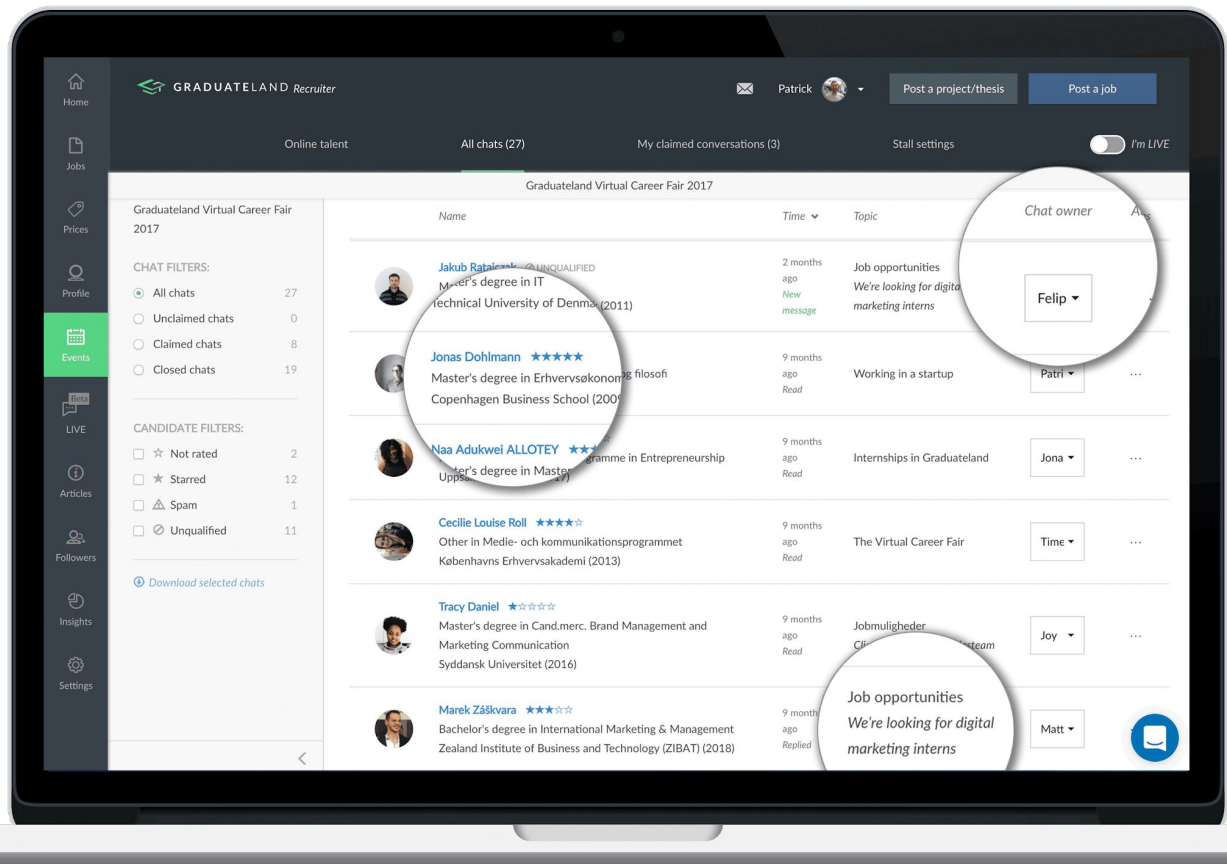
Source all participating users to ensure that your target groups is relevant



Initiate instant chats with candidates that live up to your criteria

Virtual Career Fair

Chat and interact - All Chats



Get all conversation in chronological order with easy overview of candidates



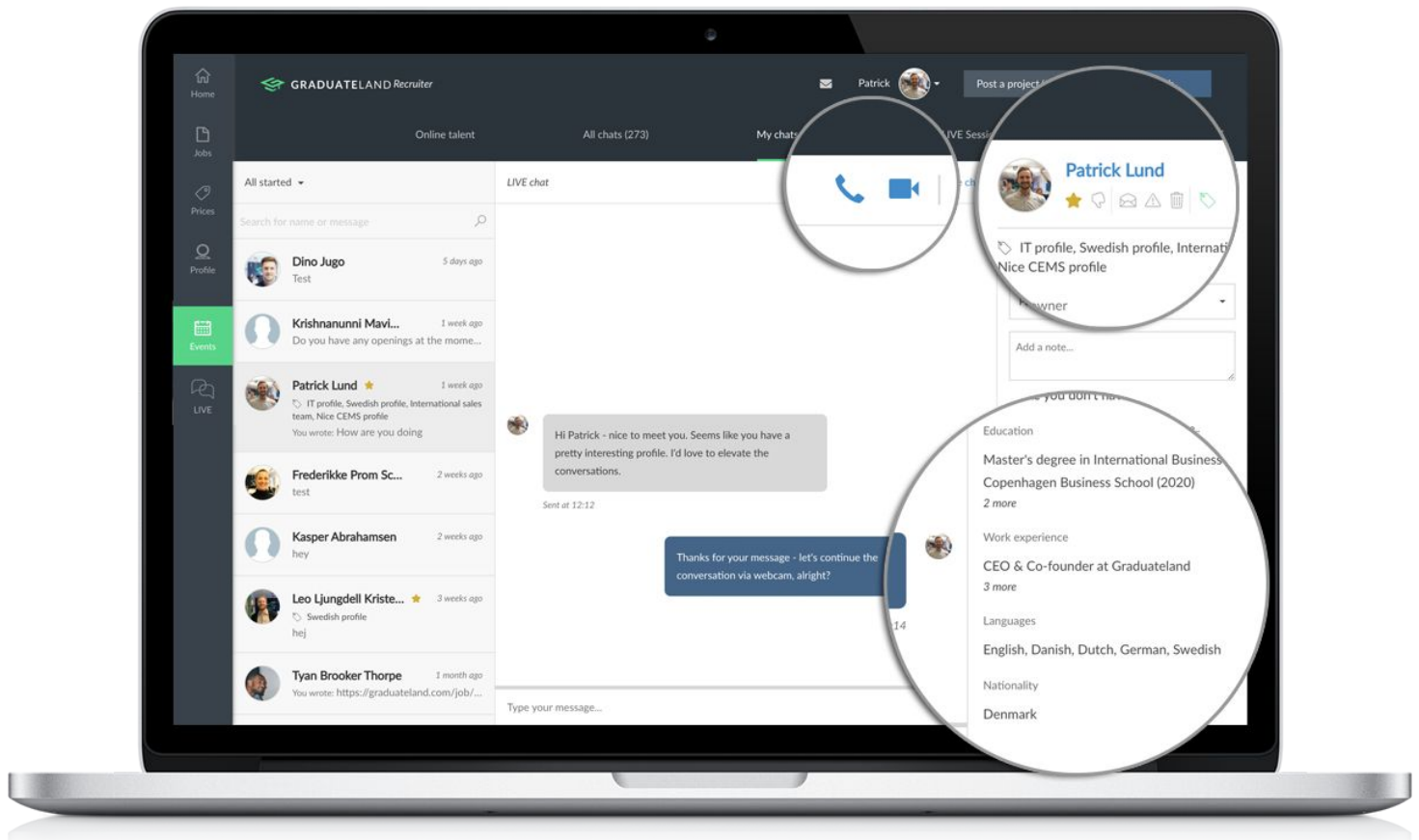
Claim relevant chats and hand over to colleagues when necessary



Understand what topic candidates accessed your stall from in order to distribute conversation to relevant colleague

Virtual Career Fair

Chat and interact - My Chats



Elevate chat conversation to video engagement with one click



Manage your top candidates with labels and stars for post-event talent management



Get both quick view and full access to user profiles and CVs for immediate meaningful conversations