



Technology is evolving many aspects of business and recruitment is no exception. In order to attract the best talent many companies are expanding their search to the virtual realm, increasing their capacity to reach a global market. Here are some strategies to increase your chances for success in recruiting the right candidates through virtual job fairs.

### **EQUIPMENT AND TECHNOLOGY**

In order to ensure things run smoothly during virtual events it is important to test your equipment and be familiar with the software or technology involved. If you are not comfortable with any aspect of the technology, please ensure you discuss your concerns with the event organizers. Simply logging in on the day of the event and fumbling around will not impress potential candidates and be a frustrating experience for you..

### **UPDATE YOUR ONLINE PRESENCE**

Applicants will undoubtedly be researching companies prior to attending virtual events, so keeping your website and social media outlets current and active could give you an edge over the competition. The right messaging can give potential candidates a better understanding of your business, and get them interested in working for you.

### **BRANDING MATERIALS**

When setting up your virtual booth, try to avoid generic templates and create an environment that is reflective of your organization. If you have a corporate video, job posting lists and information handouts about your organization, all of these things help market your brand to potential job candidates.

### **CHOOSE YOUR REPRESENTATIVES WISELY**

The staff representing your organization will be the first point of contact for many potential candidates. It is extremely important that they have in depth knowledge of your organization, the culture, and the opportunities available within. They should be engaging, personable, and enthusiastic about working for your organization. Depending on the scale of the event you may wish to have multiple staff available to ensure potential candidates who want to engage with your organization are not left waiting.

### **BE READY TO ACT**

Be prepared to proceed when you do find great talent. Request the candidate send you a copy of their resume and schedule an interview at a later time. There is not enough time, nor is it an effective way to interview through the chat feature. Remember that competition is fierce for the best candidates and you don't want to miss out on great talent.

### **PROMOTION**

Organizers of virtual job fairs will be promoting the events, but doing a little extra leg work on this end can help ensure there are enough candidates to make your time worth while, especially candidates who are interested in your organization

### **NETWORK WITH GOVERNMENT/COMMUNITY AGENICES ATTENDING THE EVENT**

The Virtual Job Fair events go well beyond recruiting. There is a lot of information included that can help employers with many of their HR and training needs. Make sure you visit the Employment NB section of the event!