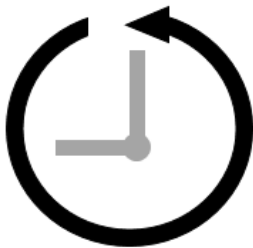




Job Fair Recruitment: A planning guide for job seekers

Keep this guide with you during the event as there are many tips and places to make notes that you may wish to reference later. For more information on the event visit www.NBJobs.ca.



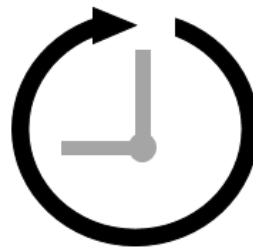
Before the Job Fair

- Decide on your employment goals
- Understand how virtual job fairs work
- Preparation
 - Resume
 - Social media profiles (LinkedIn)



During the Job Fair

- Attendance
- Exploring all the resources available
- How to use the chat feature effectively
- Usage policy



After the Job Fair

- Measure the success of the event
 - Number of contacts made
 - Amount of information collected
- Provide feedback to event organizers

Date / time of your next virtual job fair: _____



Before the Job Fair

Decide on your employment goals

Which types of employment are you looking for? Find out what companies are going to be attending the event and do your research before attending. Target companies that have current job postings that match your skill sets. Make sure you pay attention to the marketing and company messaging to see if their corporate culture fits your idea of a great place to work. There are websites that provide company reviews (Glassdoor) to help your decision-making process. Don't expect to connect with all the employers at the job fair, put most of your effort in connecting with your top ranked ones.

Understand how virtual job fairs work

Register online before the event starts at www.nbjobs.ca. It is not required, but it is a good idea to upload a copy of your resume so it can be shared with employers.

You can use any internet accessible device (computer, tablet or smartphone) but there is a lot of information that may be hard to see on a small device.

Log into the event when it is live using the same email you registered with. You can log in/log out any time during the event.

If you have any questions or concerns, visit the "Help Booth".

Preparation

Virtual fairs provide job seekers with an opportunity to connect quickly and easily with recruiters. Your goal is to get your resume in a recruiter's hands and get them interested in your skills so that they keep in contact with you for future interviews (and hopefully job offers).

Checklist;

- Are you able to work in Canada? You must be a Canadian citizen or have a current work visa to participate in this event. If you don't meet these requirements, please visit here; www.welcomenb.ca
- Make sure you have a resume prepared (saved in .pdf format that you can upload when you register)
- After doing your research, if you have some questions for the employer have them prepared before you attend the event.



Before the Job Fair (continued)

- Though not required, if you have a LinkedIn profile can link it to your registration. You can include a profile photo as well.

Questions to ask employers:

Final check; Do your marketing materials do a good job of explaining your skills and why an employer should hire you? List your best qualities and strongest skills below. Keep the list with you when you attend the event.



During the Job Fair

Attendance

Try to attend early as chat lines will get longer later in the event.

Resources

Make sure you explore all the areas of the job fair as there are many resources you can download for free that will help you with your job search. A briefcase icon is located next to every resource in the job fair. Select the icon on the resources you wish to keep. When you leave the job fair, these resources will be sent to the email you provided at registration.

Using the chat feature effectively

Speak to as many employers as possible but spend the most time in the employer booths that interest you the most. Don't wait for them to initiate a conversation. As soon as you enter an employer booth, select a recruiter who is available (green chat icon), introduce yourself. If you are not sure what to say, there is a cut and paste function in the chat feature so if you want to paste a standard greeting to employers as you enter their booth. There is also a Google Translate function you can use for the chat as well.

A few tips;

- Do not ask questions that you can easily get from an employer's website (What does your company do? What jobs do you have available?)
- Do not ask questions about immigration and work visas. There are other resources available to have these questions answered.
- The chats are not for interviewing or asking lots of questions. Keep your chat sessions brief and to the point.
- You can follow-up your chat by sending an email to the recruiter. Send a copy of your resume if you wish.
- Be patient. Sometimes the chat queues are long with some employers. If you are not having any luck engaging in a chat with an employer. Send them an email introducing yourself and attaching a copy of your resume.



During the Job Fair (continued)

Usage policy

To create an environment that assist both job seekers and employers, the virtual job fair does save your registration information and a copy of your resume. This information is kept strictly confidential by the Province of New Brunswick in adherence with our privacy policy (<https://www2.gnb.ca/content/gnb/en/admin/privacy.html>). Your information can only be shared with the employers you provide access to and the event organizers. It will not be shared with any third party without your knowledge or permission.

The chat feature can be accessed by the event organizers and a chat transcript obtained if there is a complaint about misuse.

If you have any questions or concerns during the event, please visit the “Help Booth” to chat with an event organizer.

Employer contact information

Name: _____

Contact Info: _____

Name: _____

Contact Info: _____

Name: _____

Contact Info: _____



After the Job Fair

Follow-up

You should keep a record of people with whom you chatted so that you can follow-up with the employer later. You do not have access to the recruiters' emails through the virtual job fair platform so you should request their email from the recruiter during your chat. Alternatively, you can send a copy of your resume to them through the virtual job fair platform using the mail icon beside the recruiter's name.

Event organizers will not provide recruiter's contact information so you will have to get it from them directly or visit their company website.

Feedback

The event organizers will ask for your feedback via a post-event survey. This is crucial to building better tools and services for New Brunswickers. Please take the time to provide your feedback. What went well? What didn't go so well? Provide and suggestions you feel would make for a better event in the future. Try not to gauge success based solely on the number of job offers you received. There are additional benefits to participating in virtual fairs. For example; it can be a means to network, identify career development options and discover the types of services and resources that the Department of Post secondary Education, Training and Labour can offer to job seekers.

What went well?

What could have been improved?
