

PREPARING FOR A VIRTUAL CAREER FAIR

UW-Madison School of Journalism & Mass Communication
Department of Communication Arts
Digital Studies Certificate

BEFORE THE FAIR

- Research participating organizations
- Update your resume
- Practice your pitch
- Make sure your technology works

AT THE VIRTUAL FAIR

- Wear professional attire
- Attend from a distraction-free environment
- Use strong body language and speak with confidence
- Share what you're looking for and why their organization interests you
- Ask for contact information and thank them for their time

AFTER THE FAIR

- Send a thank-you to employers you spoke with
- Connect with employers on LinkedIn
- Follow through if there's something you need to do

BEFORE

Research participating organizations

Review employer websites to learn more about them and think about questions you may want to ask them.

Update your resume

Have your resume reviewed by a career advisor ahead of the fair. And don't forget to update your LinkedIn profile and have samples of work available.

Practice your pitch

How will you introduce yourself? Why are you interested in the company? How is your previous work experience relevant?

Make sure your technology works

Have the correct software downloaded, choose an appropriate device, and use headphones.

DURING

Wear professional attire

Choose a suit or other professional attire similar to what you would wear at an in-person fair. Try on your clothes ahead of time to ensure they fit properly.

Attend from a distraction-free environment

Find a quiet spot with a good wifi connection and a neutral background where you won't be interrupted or distracted.

Use strong body language & speak with confidence

Speak clearly and avoid slouching. Try to minimize hand gestures so you don't distract the listener or block the camera.

Share & Ask

Be sure to share one fun fact about yourself that is memorable and ask for the employer's contact information so you can follow up with them.

AFTER

Send a thank-you

Send an email to thank the employer for their time and remind them about why you want to work for them and what makes you a strong candidate.

Connect on LinkedIn

Include a personalized note in your request to connect and be sure your profile is up-to-date.

Maintain contact

It's okay to send a reminder email if you haven't heard back after a week. Include a related news article or other relevant tidbit to include to show your interest.

Submit your application

Keep the momentum going and apply to any open roles that you are interested in.