

VIRTUAL CAREER EXPO 2021 CHECK LIST

Begin doing as soon as possible:

- Put the essential dates on your calendar (Career Expo: Feb. 24, 2021, Scheduling Opens: Feb. 10, 2021).
- Download the [Career Fair Plus app](#) and create a profile (or access from a web browser, if desired).
- Email your resume as an editable (i.e., Word) document to resumehelp@nku.edu to be reviewed.
- Begin looking at the employer list in Career Fair Plus and favorite the employers you would like to meet.
 - Employers will continue to be added to the list as they register for the fair.
 - You can make notes in the app about each employer.
 - Don't just stick only to recognizable names; explore as many organizations as possible.
- Update your resume using the feedback from Career Services and upload it to Career Fair Plus
- Begin reflecting on types of positions you are seeking and skills you bring to these roles.
 - Develop examples that illustrate each of your identified skills.

Once scheduling opens (Feb. 10, 2021 at 8 am):

- Schedule your one-on-one conversations with the employers you would like to meet.

Leading up the fair:

- Research the organizations you are scheduled to meet.
- Schedule a Practice Career Fair Conversation with Career Services to hone your career fair conversation skills.
 - Make sure to practice your introduction. Include your name, major, and interest in the specific organization you are meeting.
- Plan your environment for during the fair,
 - Where will you conduct the virtual meetings? Is the area neat, clean and free from distractions?
 - What technology will you use? Consider contacting the Norse Tech Bar if you need to borrow technology.
- Plan your look.
 - What will you wear? A suit jacket is best and business casual would be acceptable.
 - What type of lighting and camera angle do you want for your videos?
- Develop a list of questions to ask each employer.

Day before the fair:

- Test your technology (audio & video).
- Verify your appointment schedule.
- Review your notes for each employer with whom you are meeting.

Day of the fair:

- Allow plenty of time to get ready so you are not rushed.
- Silence your cell phone and other notifications; minimize other distractions.
- Join each meeting at the scheduled time. Technical issues? Contact Career Fair Plus or NKU Career Services.
- Talk with employers; ask educated questions, and express your interest in their career opportunities.
 - Highlight your background (e.g., related classes, leadership roles, work experience, etc.)
 - Smile! Be friendly and be yourself. Simply try to make a good first impression.
 - It is common for an employer to require that you apply online despite being given your resume. Don't get discouraged by this extra step – it means they want to keep talking with you! Ask for their contact info.
- Make notes about each meeting.

Following the career fair:

- Assess how you did at the fair: What went well? What are your areas of improvement?
- Complete any follow-up steps provided by the employer (e.g., apply online or email your resume).
- Send a follow-up email to the employers you met with; thank them for their time and let them know you are still interested, you have applied online, etc. This will help you get interviews!
- If you had a good conversation with an employer, you may want to ask them to connect on LinkedIn; be sure to personalize your message to remind them of your conversation.
- Complete the career fair evaluation emailed to you.