

Virtual Conference Guide for Employers

Best practices for engaging students and candidates at your next virtual event





Before the Event

- **Confirm you are registered for the event.** Upon registering, save your confirmation email and follow any post-registration instructions.
- **Test event access.** Log in to the system prior to the first day of the conference. Keep your username/password on hand for the event.
- **Download the conference app.** This often has helpful information and features like the conference agenda, attendee profiles, and real-time notifications.
- **Complete your participant profile.** Add your headshot, bio, contact information, LinkedIn profile and other details so students and candidates can find and connect with you easily.
- **Review the agenda.** Know which sessions and events you and your colleagues plan to attend. Add them to your calendar. Schedule breaks for yourself throughout the event for food, water, restroom, and stretching.
- **Check your technology.** Confirm your headphones, microphone, webcam, and laptop are in working order prior to the event. Shut down and restart your laptop a day or two before the event to allow time for system updates.
- **Know your primary conference contact.** Keep this information nearby in case of issues or questions.
- **Review your sponsor/exhibitor benefits.** Familiarize yourself with pre-conference action items and deadlines (ex. attendee registration, program ad, logo). This will allow you to maximize your benefits and make the most of your participation in the event.
- **Customize your booth.** Include a company overview, photos, digital brochures, videos, and other attachments if possible. Use a robust array of materials and images that showcase your company's culture, growth potential, training and development opportunities, resources, and involvement opportunities.
- **Confirm booth representatives.** Build a team of employees to represent your company/organization in the career fair/exhibit hall. Booth representatives should be engaged employees who are knowledgeable about the company and its opportunities. Consider including representatives who are alumni or volunteers of the conference host organization. Showcase a diverse group of company representatives from a variety backgrounds, departments, and career levels.
- **Make a booth and conference schedule.** Prepare a master schedule for your company's participants to show who will be where and when. If your company booth representatives will alternate shifts, plan some overlap time to ensure a smooth handoff or transition. Schedule breaks for water, food, restrooms and stretching.
- **Familiarize yourself and your team with conference communication options.** Many virtual event platforms offer opportunities to engage with candidates through text, audio, video, or a combination of the three. Ensure booth representatives are aware of and familiar with the various conference communication options.
- **Post available jobs and internships.** Post opportunities to both your company website and to the event's webpage or career portal, if applicable. This will enable conference attendees to reference specific job opportunities when visiting your booth.



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- **Prepare your 60-second elevator pitches:**
 - Your personal pitch. Who are you and what should fellow conference attendees know about you? Your personal elevator pitch may include your name, company, role, alma mater, how you got into the insurance industry and your reason for participating in the conference.
 - Your company/professional association pitch. What does your organization do? It is a regional, national, or global firm? Does it specialize in certain product lines or niches of the industry? What opportunities does it offer to students/candidates? What are the benefits of involvement/membership?
- **Review the attendee list.** Prepare your list of top priority attendees, candidates, and/or students. If possible, reach out through the conference app and invite them to visit your booth.
- **Review resumes.** Some virtual conferences and career fairs will provide a resume book prior to the event. Review these in advance, flag those who may be a fit for future opportunities at your organization, and schedule meetings or interviews if applicable.
- **Promote your conference participation on social media.** Ask your marketing department to showcase your company's conference participation on its corporate social media sites. Share your involvement on your personal LinkedIn page as well. Create a simple graphic (hint: we use [Canva](#) – it's free!) that informs attendees how to connect with your representatives during the event (ex. booth number, networking lounge), or ask your marketing department to create a graphic that meets your organization's brand guidelines.



Day Of

- **Be available and accessible.** If you need to step away from your booth or a session for a moment, log off or indicate that you are away.
- **Be proactive.** Don't wait for students and candidates to come to you! Find ways to actively engage conference attendee in the virtual lobby, lounges, and sessions. If a candidate visits your booth, give them a warm welcome.
- **Facilitate informal networking opportunities.** Encourage attendees from your company to hang out in the virtual networking lounge, interest groups, or chat rooms when they're not scheduled to be somewhere else. This will allow them to engage with students and/or potential candidates in a less formal setting.
- **Identify next steps.** If speaking with a booth visitor or interviewee, clarify action items following the conference. Do they need to complete a job application? When will they hear back from you about a second-round interview? How can they find more information about your organization and/or opportunities?
- **Promote your conference participation on social media.** Post about your conference participation and encourage attendees to connect with you at the event. Be sure to use the conference hashtags!



After the Event

- **Follow up with top candidates.** Within 2-3 business days after the conference, circle back with top booth visitors and candidates to advise of next steps.
- **Access your user report.** Some conference hosts will offer sponsoring companies a post-conference report that provides engagement statistics, a list of booth visitors, conversations, and more. Ask your conference host if this is available to you following the event.
- **Explore future engagement opportunities.** Engaging future talent is important year-round! See what other opportunities and events the conference host has for branding and engagement. It is important to keep your organization's brand in front of potential candidates, even in recruiting off-season and even if your organization does not recruit.
- **Provide feedback.** Most conference hosts will send a post-event survey asking for feedback on the event. This allows them to continue to continually improve the event and plan for future ones. Take the time to share your thoughts!