

How to make the most of the Careers Fair

To ensure that you make the most out of a virtual careers fair, here are **our sixteen easy steps**:

Before the fair

1. **Register your interest in the fair** on our Careers Network website in [Meet employers](#)
2. **Find out who is coming to the fair.** The list of organisations attending will be published on the Careers Network website in [Meet employers](#).
3. **Research the attending organisations'** websites and decide who you want to target. If you don't know where to start, book in for a Careers Consultation to get some guidance on what you might be looking for in a career. Call 01509 222039 to make an appointment.
4. **Do further research** on your target organisations – dig deep into their website but also aim to find out more information about them online (news, Facebook, Twitter, and other social media), in print (newspapers/industry magazines) or 'in person' (peers, academics, colleagues). Organisations will often cite that the students they are most impressed with are the ones that have done the research beforehand.
5. **Plan your objectives.** Have a think about what you want to get out of interacting with these companies and their representatives at the fair. Are you looking for a graduate role, placement, work experience opportunity or just simply some networking?
6. **Book onto employer events.** Select the events that interest you and book onto them via [Careers Online](#).
7. **Prepare some questions** that you want to ask each company, based on your objectives.

On the day

8. **Decide what you're going to wear.** You don't have to look like you're going to an interview but show the employer you mean business!
9. **Test your technology.** Charge your device fully and check that your internet connection is working. Check your webcam and microphone, and that you can log on to the fair.
10. **Think about your environment.** Make sure that you are not going to be interrupted, turn off notifications and put your phone on silent or out of the way to avoid it distracting you
11. **Join your sessions early** so that you are settled before the event starts. Remember to attend the events that you have signed up for, especially if it is a 1:1 with an employer. Don't waste that opportunity!
12. **Engage on social media.** Follow them on social media. You could even tweet something you've learnt from them or your pleasure at meeting them. Make sure your social media profiles are professional first though!

After the fair

13. **Review the experience.** How did you find it? Awkward, encouraging, surprising? It might be worth keeping notes on your interactions, jotting down names and dates etc. This information will help when it comes to following up but also give you valuable insight when preparing for and attending your next virtual career fair.
14. **Follow up** with the companies that interested you by researching them further and making yourself aware of their recruitment processes and any upcoming application deadlines.



15. **Getting in touch directly.** If you do this make sure to refer to the fact that you talked to their representatives at Loughborough University's Virtual Careers Fair, assuming that you feel you made a good impression!
16. **Not hearing back.** If you left your name with a company but don't hear back from them for a while, don't be afraid to get in touch. It's important to make sure you're receiving the latest information regarding their opportunities.