CF CAREER FAIR+

Events for Higher Education

Thank you for your interest in higher education recruiting events on the Career Fair Plus platform. Below is a description of events, features, and benefits that colleges and universities all over the world are using to connect their candidates with their employer partners. Unlimited subscribers have no limitations to the number of events that they can host annually.

Description of Events Hosted:

General Education Career/Job Fair: Held virtually, in-person, or in a hybrid setting, these fairs focus on the larger student population. Virtually, employers connect with students in scheduled one-on-one meetings and group info-sessions. In-person, our one-on-one meetings have been transitioned to be an addition to organic, walk-conversations, aided by our employer directory and interactive fair map.

Targeted Subject Career/Job Fair: Held virtually, in-person, or in a hybrid setting, these fairs focus on specific segments of the student population such as engineering, education, hospitality majors, and even provide alumni specific events. Virtually, employers connect with students in scheduled one-on-one meetings and group info-sessions. In-person, our one-on-one meetings have been transitioned to be an addition to organic, walk-conversations, aided by our employer directory and interactive fair map.

Single Employer Event: Held virtually, these events provide added value to employer partners that may sponsor your program on an annual basis. Often going by the name of Coffee Talks, Brown Bag Lunches, Career Chats, or Employer Spotlight Events, these events can be held throughout the year, but can be very effective if held directly before or after a career/job fair. Single Employer Events are usually organized as an educational based webinar where the employer can share information about the industry they are in and career opportunities they offer. Oftentimes, these events contain one-on-one meetings available for students immediately following the webinar.

Open House/Networking Event: Held virtually, in-person, or in a hybrid setting, these events provide the opportunity for employers to engage your students in a less formal setting of group discussions. Many organizations use these events in an Industry Nights series to introduce students to different opportunities available to them. Virtually, employers connect with students in group meeting rooms and utilize breakout rooms to engage high potential candidates or candidates with more personal questions in a one-on-one setting.

Alumni Event: Most often held virtually, these sessions highlight the successes of former students and provide an engagement opportunity for candidates to develop a wider professional network. Virtual booths are built to host the alum's profile picture, background information, and career path. Group Meetings are used to engage in topics such as "What I Wish I Knew Before Graduating", "Best Practices for Breaking Into {subject} Industry", and "How to Leverage Relationships". This is a great way to provide value to final year candidates as well as support services for alumni.

Mock Interview Events: Hosted virtually, in-person, or in a hybrid setting, these events are becoming important to the preparation for students being invited to a career fair. Faculty or employer partners set up one-on-one meetings where they can review student resumes and perform mock interviews. Feedback is given on student performance to better prepare them for an upcoming event.

Student Poster/Research Event: Held virtually, in-person, or in a hybrid setting, Student Poster events provide the opportunity for candidates that are involved with projects to share their information. Students create posters of their events and can post their research subject, methodology, and results in an event designed to spotlight the projects and using group meeting rooms, can present their project with Q&A sessions. The audience may range from students and faculty to judges and even employers.

Student Org Event: Held virtually, in-person or in a hybrid setting, Student Org events are designed to provide students with information about student-organized clubs and organizations. These events are extremely popular at the beginning of each semester, and offer the students the ability to engage in a search for extracurricular activities on campus that help round out their higher education experience. Group meetings are most often used at these events.

Top Employer Events: These are mock events hosted on our platform that don't actually have any in-person or virtual interactions. In this event listing, colleges/universities share top employers that are currently seeking students. Information contained in these listings are employer details, videos, downloadable information, positions available, and links to their application process. Many schools are using this as a monetization tool or to provide more value in employer branding on their campus.

Reverse Career Fairs: Most often held virtually, Reverse Career Fairs are a new way to highlight the successes and achievements. In these events, students and employers switch roles where the students are invited to build booths that contain information about themselves, and employers have the ability to schedule one-on-one meetings directly with the students they are seeking.

Research Symposium: Held virtually, these symposiums offer the ability for colleges and universities to host deep dives into student progress on research subjects. Virtual booths are organized based on research subject, and can host an introductory webinar with group breakout sessions/round tables to discuss the topics further.

Interview Days: Held virtually, in-person, or in a hybrid setting, these events often follow a career/job fair, but can stand on their own. Colleges and Universities call these events On-Campus Interviews or Follow-Up Interviews. Employers can invite candidates to engage them in scheduled, one-on-one interviews. Only the candidates invited to schedule an interview with an employer have the ability to book a meeting with them. By hosting these events on the Career Fair Plus platform, fair organizers are provided with the next-step analytics of how many students are being called back for interviews, how many interview solicitations each candidate received, and how many students schedule interviews with each employer.

Description of Add-On Features:

In addition to our basic services, we offer advanced features that can enhance your events.

Check-in & Analytics: This tool provides similar analytics for in-person fairs that were collected during virtual events. Using QR Codes, each student checks into an employer when engaging them, providing you with attendance information, number of interactions for each student, and which employers the student interacted with. In addition, employers received a complete list of all the students they met with including their profiles and resumes. Employers also have access to our Candidate Assessment Tool to quickly rate and take notes on each of their interactions from any device.

Resume Drop: This tool can be used for both in-person and virtual events. Students now have the ability to express interest in any employer that they didn't have the opportunity to meet, whether it was due to time constraints or attendance. Resume Drop promotes more interaction between students and employers and gives the employers the ability to reach directly out to the students they didn't meet with.

Restricted Access Event: This tool provides the ability for the Fair Organizers to upload and update lists of candidates they would like to attend the event. Only candidates on the list are able to engage in the events. This allows fair organizers to build events for specific groups of candidates, but still allows event information to be visible by all. Common uses of this feature include events that candidates have to qualify to attend (masters level events, professional major events, etc) or for events that you may run pre-registration with. This feature is available for individual events or on an annual basis.

Interview Day Feature: This tool allows employers/booth hosts to invite specific candidates to book meetings with them. The invitations are tied to the candidate's registration email, and therefore, cannot be shared amongst other candidates. This feature is commonly used as a companion event to career/job fairs, but may be used to create a stand-alone event. This feature is available for individual events or on an annual basis, and provides a great monetization opportunity.

Concierge Service Event: This event service allows one of our event experts to step in and guide you through the process of hosting an event. This service includes:
- A dedicated account manager to directly work with in building your event.
- Consultation services on marketing.
- Custom made marketing materials upon request.
- Email templates for recruiters and employers.
- Proactive event "health checks" with advice on directing engagement.
- Post-event wrapup meeting to discuss results.

Description of Benefits:

Career Fair Plus is able to enhance the engagement and experience of candidates, employers, and fair organizers in a multitude of ways for virtual, in-person, and hybrid events. Below are highlights of our platform.

Benefits for Candidates:
- Designed to provide a more confident and better prepared candidate for each event.
- Company Directory provided before the event for students to research employers/information offered in advance of the event.
- Customizable Filters to sort the information presented and quickly find relevant booths to visit.
- Note taking section for each booth to organize thoughts and maintain discussion points that they would like to engage with.
- Favorites list to highlight and quickly access booths that the candidates would like to target.
- Booth Check-In that provides candidates with the ability to show interest and digitally transfer their profile with a resume, portfolio link, LinkedIn profiles, and relevant information to employers/booth hosts.
- Interactive Fair Maps for in-person events to help candidates navigate booths at the event and find exactly where they are.
- Scheduled meetings for both in-person (optional) and virtual sessions to make the best use of their time.
- Native Mobile Applications and Web Application for candidates to engage the event on.
- How-To Instructions and technical support provided.

Benefits for Employers/Booth Hosts:
- Customizable booth profile information detailing exactly who they are and what they are providing.
- Booth Profile Videos to engage the audience in a more visual manner that helps establish a personal connection before the event even begins.
- Profiles for recruiters/booth hosts that include direct links to their LinkedIn pages to build out their networks.
- Meeting Scheduling Tool to easily and quickly build customized group meetings and one-on-one meeting slots.
- Candidate Assessment Tool to quickly view, rate, and take notes on candidates that they engage with.
- Download Tool to export all candidate information that the employer/booth hosts meet with.
- Live training webinars offered twice weekly with on-demand technical support.
- Support pages with how-to videos and instructions.

Description of Benefits (Cont.):

Benefits for Fair Organizers:

- Live, personalized <u>training sessions</u>.
- Incredibly <u>easy event set-up</u>. Premium plan subscribers can host events with as little as 48 hours notice.
- <u>Analytics</u> for **all events**. Yes, this includes in-person events!
- <u>Sponsorship</u> opportunities to drive additional revenue and to highlight annual partners.
- <u>Push notifications</u> to mobile devices to drive traffic within the platform as needed.
- <u>Label customization</u> within the platform.
- <u>Live technical support</u> available during normal business hours of your event.
- <u>Booth Selection/Placement Tool</u> that can save hours in organizing an in-person event. This can even allow employers to select their own booths.
- <u>Direct links</u> to your event and organization on our platform to aid with marketing.
- Basic, editable <u>marketing materials</u> to help promote the event.
- <u>Download Tool</u> to archive all event analytics.
- <u>Event Directory</u> to provide information on upcoming and past events as a resource.
- <u>Low Bandwidth</u> requirements to maintain quality connections in virtual sessions.