

Communicating at a Virtual Career Fair

Virtual Career Fairs provide a great opportunity to network and interact with multiple recruiters and companies through convenient text & video-based chats. Below are examples of messages you can tailor to your Union experiences to communicate with employers during the virtual fair.

You should use this worksheet as a starting point to build your own script for engaging with employers. The response that you craft can be used for both copying and pasting as text-based responses as well as driving your video conversations with employers.

Chat Introductions:

Intro for full-time or internship positions.

For example, "Hi, my name is _____. I am a junior at Union College, majoring in _____. Through my research, I understand that your company hires "_____ " and I am interested in learning more about these opportunities."

Intro for exploratory conversations

For example, "Hi, my name is _____. From my research, I understand that your organization employs _____ throughout the world. I'm interested in learning about the characteristics of a successful _____ and more about the field."

During the Chat:

Exploratory Questions :

- What educational preparation would you recommend for someone who wants to advance in this field?
- What professional journals and organizations should I be aware of (books, trade publications, journals, websites, etc.)?
- What advice do you have for students who are preparing to enter your field?
- What other means of gaining experience before graduation would you recommend?

Job/ Internship Specific Questions:

- Can you describe the application process and any particular qualifications that help candidates stand out?
- What are the primary responsibilities of this opportunity?
- What parts of the opportunity do you think are most challenging?
- What are the characteristics of the people who succeed in this opportunity?
- Can you please describe a typical workday/week for this opportunity?

Culture/ Organization Questions:

- How would you describe your work environment?
- What are the key challenges for the company?
- What developments on the horizon could affect future opportunities in this field/company?
- What are the trends currently affecting the industry?
- What traits, skills, or abilities, does one need in order to be successful in this field?

Ending the Chat:

Build Relationships on LinkedIn

- It was a pleasure speaking with you today! I would like to keep in touch about future recruiting opportunities at your company. Would it be alright if I connect with you on LinkedIn? Thank you for being willing to connect on LinkedIn, I will send a connection request. I hope to speak with you again soon!
- Refer to the Networking Guide for more information about building connection messages

Following up on Job/Internship opportunities

- Thank you for taking the time to talk with me about the _____ (position) at your company. From our conversation, I am confident I would be a fit at your company and look forward to the application process. Thank you for being willing to connect on LinkedIn, I will send a connection request. I hope to speak with you again soon!

Exploratory response

- Thank you for taking the time to talk with me about your company. From our conversation, I learned a great deal about the _____ industry. I look forward to building my skills through course work and internships to enter the application process in the future.

Thank you for being willing to connect on LinkedIn, I will send a connection request. I hope to speak with you again soon!

Anytime during the Chat:

- Thank you for sharing that resource/ information with me!
- I feel with my academic background and leadership experience that I would be a really good fit for the position. Can you tell me more about _____
- I appreciate you recommending _____ resource to me. I will be sure to look into it after the event to continue my research of the _____ field.