

Virtual Job Fairs



How To Present Your Best Self

Workshop Guidelines

- Please be courteous and respectful to the host and other participants
- This is an interactive session - we welcome you to ask questions at any time (unmute your microphone or send questions via chat)
- The workshop presentation and other materials will be sent to all participants who provided an email address
- Follow up with your nearest Oakland County Michigan Works! service center for additional assistance

Topics

- Equipment
- Planning & Time Management
- Preparation
- Practice
- Atmosphere/Environment
- Dress Code
- Make or Break Questions/Answers
- Follow-Up/Follow-Through
- The Importance of Connections and Networks

Technology Rules



- Learn how to use your phone, tablet, PC, or laptop before the virtual fair
- Test your audio and video
- Learn how to use or navigate the platform beforehand
 - Zoom
 - Brazen
 - WebEx
 - Teams
 - Go To Meeting

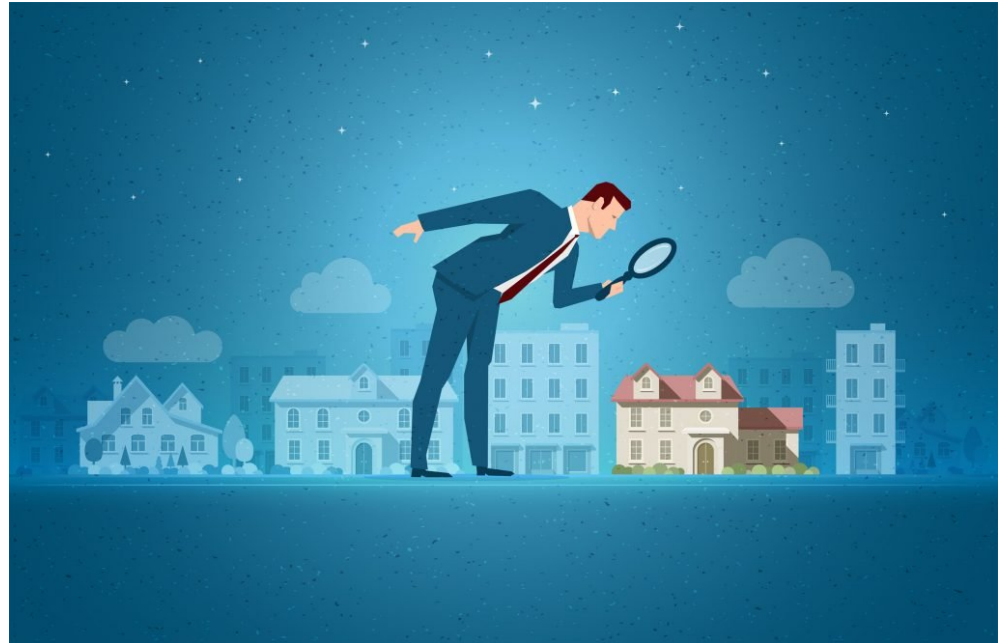
Planning & Time Management



- Prepare your interview materials
 - Review and update your resume
- Update your LinkedIn page
- Research companies attending the fair
- Organize your booth visits- Mission critical first
- Research jobs advertised in each booth before clicking 'chat'

Research

- What does the organization do?
- What are the products and/or services?
- What is the salary range for this position?
- What industries/populations does the organization serve?
- How large is the organization?
- What is the outlook for this organization?
- Look up the interviewers



Practice Makes Perfect

- Practice your 30-Second Commercial or Elevator Pitch
- On the platform you will be using
- With a friend, family member, Vet Rep
- Prepare a list of questions for employers
- What are your talking points?
 - You can have a printout behind the camera in huge letters, facts and info you want to communicate so you don't have to worry about remembering minute details.
 - Tape reminder notes around your monitor

Atmosphere is Everything

- Well lit area
- Positioning of camera
- Quiet
- No interruptions/distractions
 - Airplane mode your phone
 - Tidy area
 - Virtual Backgrounds
- Location matters
- Set-up for Success



Dress for Success

- Clothes
- Hair
- Color meanings
- Less is more when it comes to accessories
- Avoid clothing/jewelry distractions

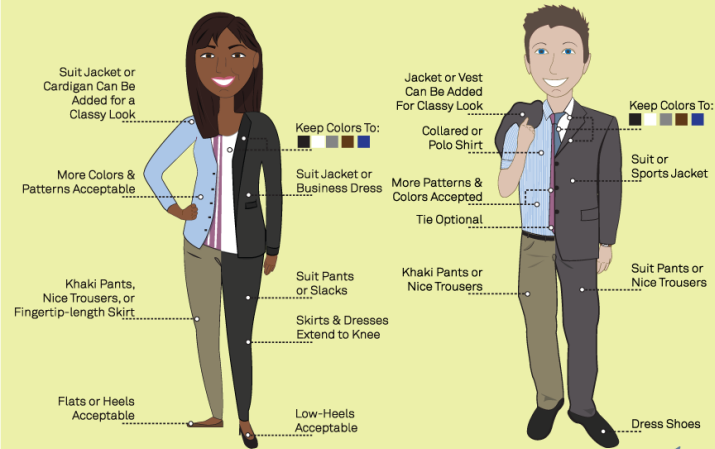


Image: istock

Business Casual


Business Casual vs. Professional

Have an interview or professional event coming up? Learn how to decode dress code.




Tips for Success in Any Business Situation

- 1 When in doubt, dress conservatively.
- 2 A suit (suit & tie for males) will suffice in most situations
- 3 Make sure your outfit is wrinkle-free.
- 4 Stick with solid colors and tighter-woven fabrics or simple patterns.
- 5 Accessories should be kept simple: basic pumps, modest jewelry, light make-up & light perfume.
- 6 Wear a belt and a watch.
- 7 Be sure your hair is neatly trimmed or groomed. Avoid the "messy" look.
- 8 Shirts with lettering or graphics should not be worn.
- 9 Check your outfit for missing buttons, lint, or a crooked tie.
- 10 A skirt should be no shorter than the tips of your middle fingers (or just above the knee for good measure).

PURDUE CCO 


Professional Attire




70% of employers claim they do not want the applicants to be fashionable or trendy

65% of bosses said attire can be the deciding factor between two similar candidates


55% of first impressions come from the way you dress, act, and walk through the door



Minimal make-up, perfume, and jewelry



Black, navy, or dark brown suit jacket



Matching skirt or pants with dark shoes

Professional Attire for Men

Tie:

- Classic design
- Classic colors
- Should touch the top of the belt

Suit:

- Fitted
- Single breasted
- Navy Blue/Black/Gray
- Should match belt
- Do not button all buttons on the suit jacket

Hygiene:

- Always wear deodorant
- Maintain fresh breath
- Avoid strong cologne
- Cover tattoos & remove piercings
- Nails should be neatly trimmed



Hair:

- Simple, conservative
- Get a haircut 3-5 days prior to interviews

Dress Shirt:


- Crispy ironed
- Suggested: White/Light Blue

Jewelry:

- Should be limited
- A watch and ring are acceptable

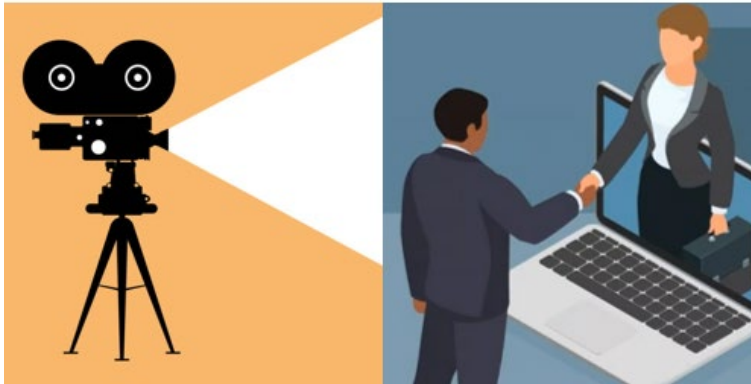
Footwear:

- Should always match belt
- Polished and well-maintained
- Socks should be calf-length and should always match shoes (white socks are not acceptable)



Career Development
Student Center 225
563.425.5229
careers@uiu.edu
www.uiu.edu/careers

Lights, Camera, Action!!!!



- Relax and Smile
- Be authentic
- Practice deep breathing or any meditative/self-calming techniques to help improve your presentation
- Deliver/Execute to Complete the Mission

Brazen Job Fair View

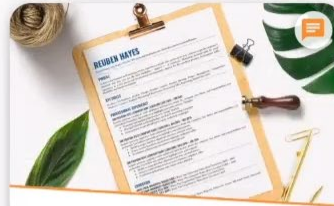
Lobby



Meet the ACME Team

Waiting to Chat: 0
Representatives: 0 of 5

ENTER



Finding the Right Job

Waiting to Chat: 0
Representatives: 0 of 4

ENTER



Perks & Benefits

Est. Wait: less than 5 minutes
Waiting to Chat: 0
Representatives: 1 of 2

ENTER



Relocation Information

Waiting to Chat: 0
Representatives:



Interview Prep

Waiting to Chat: 0
Representatives:



Culture, Mission & Values

Waiting to Chat: 0
Representatives: 0 of 3

Ready to Chat?

The screenshot shows a mobile application interface. At the top, there is a navigation bar with a back arrow, the text 'Perks & Benefits', a close button (X), a 'Not waiting to chat' indicator, and a green 'CHAT' button. Below the navigation bar is a main content area with a 'Home' tab. The main content features a hand-drawn graphic with the text 'EMPLOYEE BENEFITS' in large blue letters. Surrounding this central text are various icons and labels: 'HEALTH INSURANCE' (with a stethoscope icon), 'MEAL BREAKS' (with a fork and knife icon), 'SOCIAL SECURITY' (with a padlock icon), and 'PERKS & BONUSES' (with a thumbs up icon). A coffee cup, a notebook, and a pen are also visible in the background of the graphic. Below the graphic is a text box that reads: 'Everyone loves perks. Find out what we can offer you!'. On the right side of the screen, there is a sidebar with three tabs: 'People', 'Discussion', and 'Content'. The 'People' tab is selected, showing a list of 'Booth Representatives' with two entries: Jennifer James, Jr. Recruiting Specialist, and Wyatt Williams, Senior Recruiter. A vertical navigation menu is visible on the far left of the screen.

Keyboard Recommended

The screenshot displays a chat application interface. On the left is a dark blue sidebar with navigation icons. The main chat area is divided into three sections: a left sidebar for chat management, a central chat window, and a right sidebar for contact details.

Chat Management Sidebar:

- Chats:** Connectivity: ●●● Good, Greetings: [Edit]
- Perks & Benefits:** 1/1 chat active, Last Activity
- J. James:** 11:12 AM, 9:50

Chat Window:

- Header:** Jennifer James, Time Left 9:50, Jennifer's Connectivity: ●●● Good
- Notice:** 11:12 AM: You are chatting with Jennifer James in Perks & Benefits.
- Input:** Write something here...

Contact Details Sidebar:

- Profile:** Jennifer James, Jr. Recruiting Specialist, Fairfax, VA, US, View Profile
- Action:** END THIS CHAT
- Summary:** Every day I wake up determined to find new opportunities at ACME for talented individuals. Let's chat!

Finalize Your Chat

The screenshot shows a web interface for finalizing a chat. On the left is a dark blue sidebar with navigation icons. The main content area is divided into three sections: a chat list, a finalization form, and a contact profile.

Chats
Connectivity: ●●● Good
Greetings: [Edit]

Perks & Benefits (0/1 chat active, Last Activity)
J. James (Ended)

Your chat with Jennifer James has ended

Final Thought
Run out of time? Forget to mention something? Write one final message to Jennifer.
Add your message here (optional)

Rating
How would you rate your chat with Jennifer?
The rating will only be visible to you.
★★★★★

Notes
Add notes for your own record keeping.
The notes will only be visible to you.
Add your notes here (optional)

Chat again in Perks & Benefits

FINISHED

Jennifer James
Jr. Recruiting Specialist
Fairfax, VA, US [View Profile](#)

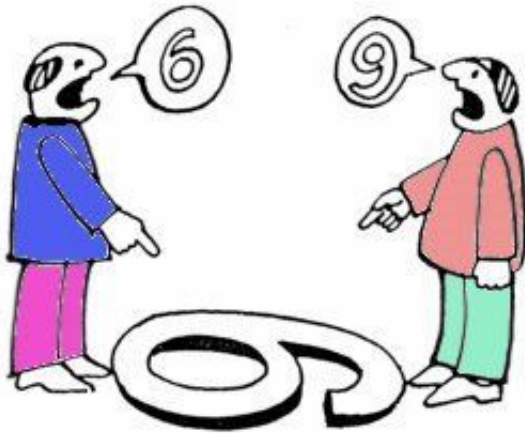
Summary
Every day I wake up determined to find new opportunities at ACME for talented individuals. Let's chat!

Chat Details

Transcript

Communication

- Avoid industry specific jargon if possible
- Avoid Military speak
- Provide civilian examples for clarity
- Avoid use of acronyms



Communicate with visual literacy - Make good use of all the non-verbal ways of communication - color, shape, form, texture.
~ Marty Sklar

WISEFAMOUSQUOTES.COM

More Communication Tips

- Friendly and pleasant demeanor
- Be prepared for small talk
- Eye contact (Focus on the camera)
- Be aware of your body language
- Show energy and enthusiasm

Why Should We Consider You?

- “This is what I can contribute and how I can add value”
- Be the S.T.A.R
 - Communicate outcomes and successes
- Listen to how you can assist the employer
- Relay clear, concise information



S.T.A.R Method

Situation: Explains the circumstances, the background or context. This sets the stage.

Task: Explains your responsibility in the ‘Situation’.

Action: The heart of the STAR statement because this demonstrates your behavior. Describes what you did in response to the situation, what was done and how it was completed.

Result: Are the effects of your actions, or the outcome of the action you took.

Frequently Asked Questions

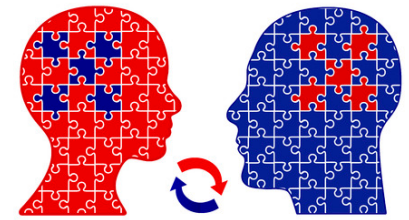
- Same as in-person job fairs
- Tell me about yourself
- Why should we hire you?



Frequently Asked Questions

1. What is your greatest strength?
2. What is your greatest weakness?
3. What is your greatest accomplishment?
4. Why should I hire you for my company?
5. Where do you see yourself in five years?
6. What are your salary requirements?
7. Have you ever been fired?

It's a Two-Way Street



- What characteristics do the individuals who are successful in this position possess?
- Is there a training period? What does it involve?
- How would my performance be evaluated? How often? By whom?
- What do you think is the greatest opportunity facing the organization in the near future? The biggest challenge?
- What challenges do you see for a new employee in this position?

Follow-Up

- Get contact information
- Actually Follow-up via email or phone call
- Thank You Letters



Thank You Letter

(Three Paragraphs)

First Paragraph

- Thank them for their time
- Specify when you spoke with them
- Mention a specific thing you especially enjoyed/learned/appreciated about the conversation

Thank You Letter- 2nd Paragraph

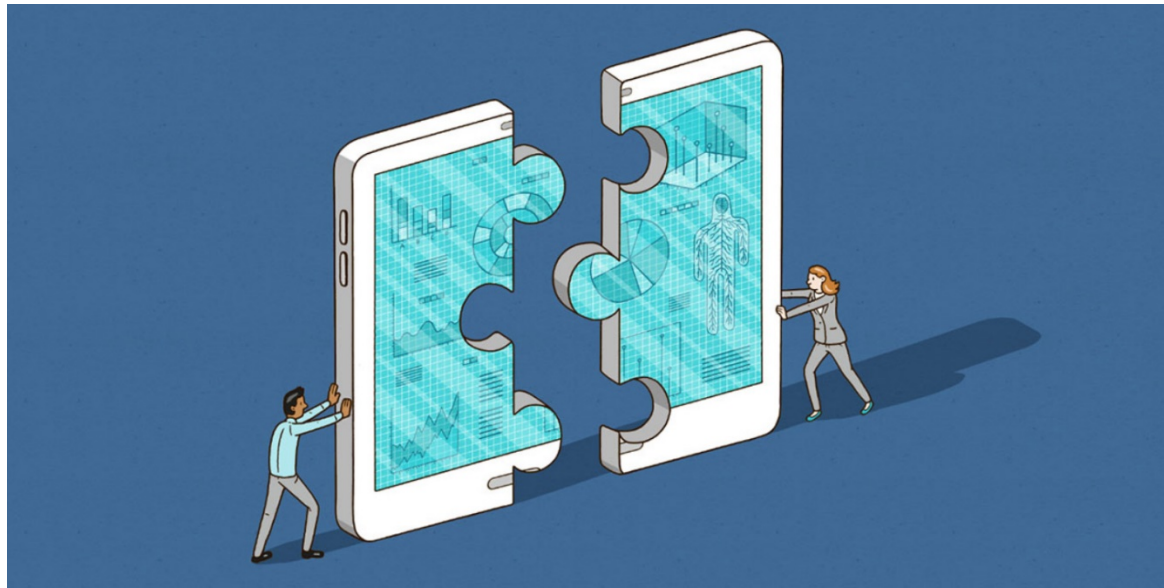
- Reaffirm your interest
- Reinforce important skills and accomplishments
- Share information you forget to mention during the job fair/interview, that you think could make a difference

Thank you Letter- 3rd Paragraph

- Restate your appreciation
- Reconfirm your interest in working for their company
- Offer to provide any additional information
- State when you will be contacting them
- Thank them again for their time and consideration

Network

- Request to 'Connect' via LinkedIn
- Offer to volunteer if possible



Congratulations!!!!

**MISSION:
ACCOMPLISHED**



At Your Service

Monday-Friday, except state holidays

Call to Schedule an Appointment

NOVI

31186 Beck Road
Novi, MI 48377

(248) 926-1820

OAK PARK

22180 Parklawn Street
Oak Park, MI 48237

(248) 691-8437

PONTIAC

1850 N. Perry Street
Pontiac, MI 48340

(248) 276-1777

SOUTHFIELD

21415 Civic Center Drive, Suite 116
Southfield, MI 48076

(248) 796-4580

TROY

550 Stephenson Highway, Suite 400
Troy, MI 48083

(248) 823-5101

WATERFORD

7500 Highland Road
Waterford, MI 48327

(248) 617-3600

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Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities | Michigan Relay Center or 711
Funded by: David Coulter, Oakland County Executive, Oakland County Workforce Development Board. Michigan Department of Labor and Economic Opportunity.



DAVID COULTER
OAKLAND COUNTY EXECUTIVE