



Best Practice Guide for Virtual Career Fairs

PMF Virtual Career - Exhibit Booth Best Practices:

Opening Day for Booth Staffers:

- Arrive 30 minutes early to ensure that their agency booth is operational, and fitted with all of the materials they've intended to provide to finalists.
- Follow-up with other booth staffers to ensure that everyone knows when their shift begins and ends.

Initial Introduction:

- Greet finalists upon booth entry by welcoming them to your agency booth and giving them a quick overview in addition to some highlights on what your agency's mission and focus are.
- Identify what their interests are with your agency and invite them to learn more about your agency by participating in scheduled agency chats.
- Provide them with your contact information and let them know that you look forward to their continued interest; wish them good luck with their next booth visit.

Handling High Volume Booth Traffic

- Immediately post to the group chat that someone will be with them momentarily when booth traffic lightens up. Invite finalists to review your booth material while they wait.
- Post high volume updates for heavy booth traffic and provide a chat notice titled "wait time" to keep finalist informed. Booth staffers will need to work behind the scenes using the "booth staff chat board" feature found on the booth staffer dashboard to ensure all finalists are being attended to.

Private Chats & Interviews:

- Initiating and responding to private chat requests: the booth staffer or finalist can pursue a more in-depth conversation regarding your agency with the private chat tool, which can be used to initiate a possible interview appointment scheduled for a later date.



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Scheduled Chats:

- Inform and invite finalists to participate in scheduled chats that are about to begin; ensuring that adequate booth coverage is in place to respond to finalists who would like to chat with a booth staffer directly.
- Welcome finalists to your scheduled session, when hosting a scheduled chat, and provide them with an overview of what your agency does before you begin the actual session material.

Booth Staffing:

- Ensure that your agency booth is staffed; to support that effort your agency will be asked to develop a staffing schedule to submit to PMF.
- Develop a shift schedule: when shift changes are taking place, the next booth staffers coming in should arrive 15-20 minutes early to ensure a smooth transition.
- Ensure that the shift change covers booth staffer breaks; an agency booth should never be closed for lunch.
- Ensure that all communication between agency booth staffers is conducted using the behind the scenes "booth staff chat board" feature found on the booth staffer dashboard.

Closing Down for the Day:

- Inform remaining finalists that the booth will be closing in 20 minutes followed by a "5 minutes until closing" reminder. Follow-up with finalists who did not have an opportunity to engage as long as they would have liked to.