

# Preparing for Virtual Fairs and Interviews

Virtual Career Fairs and Interviews are becoming increasingly common. Follow this page to help you prepare for your next virtual interview or job fair!

## Virtual Job Fairs

A virtual career fair has many similar elements as in-person fairs. Some virtual fairs may allow you to speak with employers one-on-one, others may be a series of mini info sessions. All of which have the same goal: to recruit high-level talent and fill open roles! No matter what type of virtual fair you are attending, it is very important to prepare for these fairs, make a good first impression and maintain a professional relationship. This guide details tips and advice for virtual mini fairs. It is sectioned off by category.

### RESEARCH

---

Take time to research the companies that you are interested in working with. When doing your research focus on the following: **who the employer is, their mission, open positions (PT, FT, Internships) and current projects.** The more knowledge you have about the company, the greater your success will be in the virtual fair process!

- Do your research by viewing the list of attending companies and what they are hiring for. Generally, you will receive this by email or for the Magnier Center fair go to [tinyurl.com/brooklyncollegecareerfair](https://tinyurl.com/brooklyncollegecareerfair).
  - Based on this list, you should divide and conquer – arrange employers into two groups: *Group 1* (companies you really want to work for) and *Group 2* (companies you would be interested in working for). Warm up on group 2 to get used to the virtual fair format.
- Research the company on their main website.
- Use [Glassdoor.com](https://www.glassdoor.com) and [LinkedIn](https://www.linkedin.com) to do research on the companies as well.

### PREPARE

---

It is just as important to prepare for a virtual fair than it is preparing for an in-person fair. You should be preparing your **elevator pitch** and **resume** for the fair.

You should be preparing your **elevator pitch** and **resume** for the fair.

- Review the [Resume and Cover letter guidebook](#) to get your resume job fair ready.
- Practice your elevator pitch to introduce yourself to recruiters. Use the below to help craft your pitch:
  1. Include your **name**, and **major**
  2. Explain **what position** you are looking for (*if you know*)
  3. Explain **why you would be an asset** (*highlight your values/experience/academic background and how to connect to those of the company*)
  4. *If appropriate:* Ask the recruiter a **question** about their company or program based on research you have done

### NETWORK

---

**Networking, or developing meaningful relationships, will help you enormously in your job search.**

The recruiters you meet at a virtual fair are great to add to your network! Follow these steps to ensure you give a first impression to recruiters.

- Show interest, smile and give good eye contact during your elevator pitch.
- Thank the recruiter for their time and consideration.
- Jot down notes about your conversation.
- Don't forget about any follow up steps they suggested.
- Send a [thank-you email](#) to the recruiters you met.

### APPLY

---

In order to land the job, you generally will need to apply via the employer website; however, remember that the goal is to get a referral to a job, which will yield the greatest result. After applying for roles, let the recruiter know you applied via email.

Remember, the resume and initial pitch gets you the interview and the interview gets you the job! Do not underestimate the power of practicing answers to questions before the interview. Use our [Interview Preparation](#) for help.

### ADDITIONAL RESOURCES:

---

#### Guides

- [Balance Career's Virtual Career Fair FAQs - What is a Virtual Fair, and How Does it Work](#)
- [Live Career: How to Succeed in Virtual Job Fairs: Tips for Job-Seekers](#)
- [Vault Video: Preparing for Career Fairs](#)
- [Rasmussen's 12 Ways to Make the Most out of a Virtual Career Fair](#)

#### Videos to make a great impression at job fairs

- [How to Work a Job Fair! \(90 Seconds\)](#)
- [How to have a strong introduction \(6 min\)](#)

## In-Person Job Fair/Interview Tips (most can be helpful for virtual)

- [Job Fair Tips](#)
- [Dress for Success](#)
- [Interview Guide](#)

## Virtual Interviewing

Virtual interviews are becoming more common. There are two different types: asynchronous and synchronous. An asynchronous interview, or a pre-recorded interview, is when you answer prompted questions - you usually have a few days to do this. Some softwares used include HireVue and TopPick. Synchronous interviews are when you interview with a member of the HR team in real-time, this may be on Zoom or Google Meet. Essentially the expectations and recommendations to prepare are not different than in-person interviews. Below we have compiled recommendations based on recruiter's tips from the Brooklyn Navy Yard as well as our own.

### BEFORE THE INTERVIEW

---

- Do research on the company, position, culture, and any other important information.
- Prepare 2-3 questions you want to ask.
- Find a quiet space where you will be uninterrupted.
- Verify your mic, camera and internet connection are working properly.
- Use a plain background in your house, if you can not, download and set-up a basic background.
- Make sure you are comfortable with everything listed on your resume.
- Dress like you are meeting someone in person.
- Practice being on camera! Record yourself answering questions to see what you look like. As they say, practice makes perfect.
- Brooklyn Navy Yard's recommendations on [preparing for a virtual interview](#).

### DURING THE INTERVIEW

---

- Treat the interview like you would in person - be professional and show interest.
- Ask the interviewer for a phone number or email to contact them in case you get disconnected.
- Be mindful of your body language and the narrative you are portraying – sometimes it is harder to interpret people over webcam.
- DON'T multitask (those texts can wait!).
- Show eye-contact. It can be a little weird speaking to someone via webcam so look at the camera and the screen.
- Brooklyn Navy Yard recommendations [during the interview](#).

### AFTER THE INTERVIEW

---

- Follow up thanking the interviewer for their time by sending a [thank you email](#).
- Brooklyn Navy Yard recommendations [following up](#) after an interview.

### ADDITIONAL RESOURCES:

---

#### Pre-Recorded Interview Articles/Videos

- Brooklyn Navy Yard [tips to pre-recorded interviews](#).
- [The Muse Preparing for Video Interviews](#)
- [How to Ace the HireVue Interview](#)
- [CNBC How to Ace the Video Interview](#)

#### In-Person Interview Tips (most can be helpful for virtual)

- [Interview Guide](#)

#### Articles to Review:

- [Balance Careers Tips for Virtual Interviews](#)
- [Big Interview's Guide to Acing Your Next Video Interview](#)
- [Ernst & Young Virtual Interview Tips](#) - Can be used for all industries