



2021 Guide: Organize your Virtual Fair or Conference



The Why: Host A Virtual Job Fair Online

All the essential info right here!

ORGANIZE YOUR VIRTUAL FAIR OR CONFERENCE

4 Reasons Virtual Events are Better than In-person Events

1

Remove Geographic Barriers

Going virtual with your company's career fairs and expos means improved reach and chances to attract the right hires because you are no longer limited by your physical location. Meet your audience in the comfort of their own home.

2

Improve User Journey and Experience

Online job fairs recreate the feel of live events without the stress and pressure of crowds. Provide a seamless and interactive experience for job seekers in beautiful and rich virtual environments. This allows job seekers to explore and interact with the online career fair leveraging group or private one-on-one chat and video calls as well as one-to-many video broadcasts.

3

Generate Revenue & Lower Costs

Taking your career fair online not only maximizes the job seeker attendance. It also offers a better ROI allowing companies to be present and promote their brand while saving massive costs spent on traditional job fairs.

4

Better Hires

Employers can efficiently communicate with targeted and diverse talent pools. Engage with their ideal candidates, hold interviews on the spot and offer a better and more engaging experience by decreasing response times to candidates both during and post-event.



The How-To: Host An Immersive Virtual Job Fair

All the essential info right here!

ORGANIZE YOUR VIRTUAL FAIR OR CONFERENCE



5 Essential Steps to Help You Through

We want this guide to be more than just a reading piece. Start by adding the steps to a separate document and go through them as if you would prepare for an event right now.

1. Build your strategy

Start by clearly defining a plan

Like with any activity offline or online you will want to have a clear path forward. Here are a few starter points to consider when building your plan.

- Set a date for the virtual job fair
- Define the scope of your career fair
- Define the attendance rate are you expecting
- Define the goals you are looking to achieve

- Are you only looking to provide an overall brand experience
- Are you going to focus on specific job offerings
- Are you only promoting the brand
- Will you be conducting on the spot interviews
- What content you want to promote and how much time will you have to create the content

2. Set your budget

Once you have a clear plan it's time to figure out a budget.

We already know that hosting and organizing a virtual career fair is cost-effective. But there are also a number of factors that will determine how much you are going to invest. Here are some of the main ones:

- Are you planning recurring events or a one-time event?
- How many days will the event run for and how many hours per day?
- How many streaming hours?
- Will you need the event to remain available online. If so for how long?
- What features and services you want for your virtual fair?

3. Choose a platform which fits your needs

Features and level of immersion will dictate your choice.

2D web conferencing platforms like Zoom and WebEx, for example, are great tools to use, but they leave users hungry for more interactivity and connection. This is why more platforms are shapeshifting from 2D representations of physical spaces to fully interactive 3D environments. This gives you more options to choose from when selecting the online platform and technology for your virtual career fair.

● Accessibility & Ease of Use

The platform has to be easy to navigate, no downloads, installations, or Flash, accessible on all modern devices and browsers, and 100% mobile-friendly are currently preferred features for online career fairs.

● Design & Customization

Flexibility to allow for a fully-branded virtual experience within virtual stands and booths for increased exposure. And this is where 3D immersive virtual event platforms like MootUp perform beautifully because they allow for more customization options resulting in a modern interactive experience. How quickly can you have your spaces up and running and how easy is it to make changes and updates?

● Flexibility & Integrations

Can the platform support you to pivot back to live or hybrid job fairs while still keeping the benefits of the online virtual scenario? What integration options does it offer for ticketing or sponsors for example?

● Engagement & Gamification

What are the tools the platform offers to increase engagement? The ability to post jobs & receive applications in real-time during the event. But also interactive booths and content. Downloadable content but also trivia quizzes, leaderboards,

● Data & Analytics

Does the platform allow you to analyze performance and participation? Metrics such as attendance breakdowns and engagement with booths and content offerings are key to improving future events. Analyze them to identify features that were popular or not so popular, target market, engage and understand your attendees better, contributing to driving your business growth.

● Security

At any online recruiting event, personal information sharing is high which is why it is important to choose a secure virtual event platform.

● Interaction & Communication

How do you see the interaction process between job seekers and employers? As a company how can you efficiently connect with job seekers? Screen-share, one-to-one or group, text, audio and video chat, Q&A sessions, workshop options, and breakout rooms are must-have features.

● Technical & Staff Support

If in-person events have hitches, virtual events have glitches. Because of this, you want to choose a platform that allows you to call on the software provider for help should anything go wrong. Clearly specify what type of support you expect and what are each side's responsibilities. Take a dry run before the actual job fair. Onboarding options are great not just for you but your staff, sponsors and customers too.





Interactive Booths

4. Event Marketing & Engagement

Make the most of social media to get audience traction and create buzz around the job fair

- Custom and simple registration forms - only collect the details you need. You can then use this data for personalized recruiting during and even after the event.
- Icebreakers such as Q&A sessions and live chat facilitate two-way communication.
- Diverse and engaging content that can be used to tell the company story - videos, product photos, and presentations
- Add gamification -contests such as leaderboards, sponsored prizes, or coupons. Increased engagement increases candidate retention.
- Offer content candidates can take with them in the form of downloadable content that is emailed or saved to their device.
- Ability to process real-time job applications and interviews
- Setup private room areas that allow for a more direct and personal experience and interaction much like that at a real career fair.



5. Follow Up With Attendees

The conversation doesn't have to end when the event ends.

Saying thank you or asking for feedback is an essential step. Use contact information received during the event to follow up with everyone on your attendee list.

Why MootUp?

Accessibility & Ease of Use



Utilizing a unique technology MootUp was developed to provide all these features and capabilities across the widest range of devices possible including smartphones, laptops, tablets, and all modern VR and AR headsets.

Design & Customization



MootUp offers 50+ instantly available 3D environments or the option to bring your own. You can have your event spaces up and running in a matter of days. Attendees can customize to the last detail and create characters that really represent whom they are using the fully integrated avatar-based system that supports self-expression and inclusion.

Data & Analytics



Using the gamification system you can collect metrics such as attendance breakdown and engagement with booths, content offerings and media content. For example how many attendees visited a space, for how long. How many times a video or an image has been clicked and for how long.

Engagement & Gamification



With a fully integrated gamification system, MootUp allows you to create any type of interactive content to add to your booths. Use breakout rooms to create and track trivia quizzes, leaderboards, scavenger hunts, escape rooms and much more.

Flexibility & Integrations



MootUp has the ability to scale to match the needs for the largest events and conferences. With it's deep integrations with tools such as Zoom, WebEx, Bluejeans, and Microsoft Teams MootUp is fully flexible in supporting you to create virtual career fairs that provide a high level of interactivity and impressive brand building in a safe and controlled environment.

Security



MootUp provides a fully secure and safe system that also allows you to choose what data you want to collect, track and share and what you want done with it afterwards.





Interaction & Communication

MootUp Offers all the tools we know and love from 2D platforms and much more. Screen-share, one-to-one or group, text, audio and video chat, Q&A sessions, workshop options, spatial audio zones and breakout rooms.



Technical & Staff Support

We've got you covered. MootUp staff and support are by your side from day one. To start with all plans have included on-boarding sessions where we start off by setting you up to use the platform and make sure you make the most of its features. Unlimited free chat and email support also included along with a special channel dedicated to your organization. And if you want tech support during your live event, that's also an option.





Engage your attendees and increase
ROI with amazing virtual events.

[Book Demo](#)

Book a Demo and explore MootUp with one of our experts