XOR

THE GUIDE TO

VIRTUAL CAREER FAIRS

What They Are, How They Work,
and the Benefits of the Platform.

What's Inside

What is a Virtual Career Fair?

Virtual Career Fairs are online scheduled events that enable recruiters to interact with candidates over text message, live chat, phone calls, video and other channels. Recruiters can either be hiring for a single role, hiring multiple roles within the same company, or be representing different employers all together. Upon entering the Virtual Career Fair, potential employees can approach the recruiters to learn more about the job openings that interest them the most, as well as apply for roles.

Similar to an in-person job fair, a Virtual Career Fair can have a vast plethora of job offerings or can focus on a specific profession or industry. These jobs can be either remote or in-office positions. These events often have a predetermined start and end time to facilitate live conversations and are free for job seekers to enter.
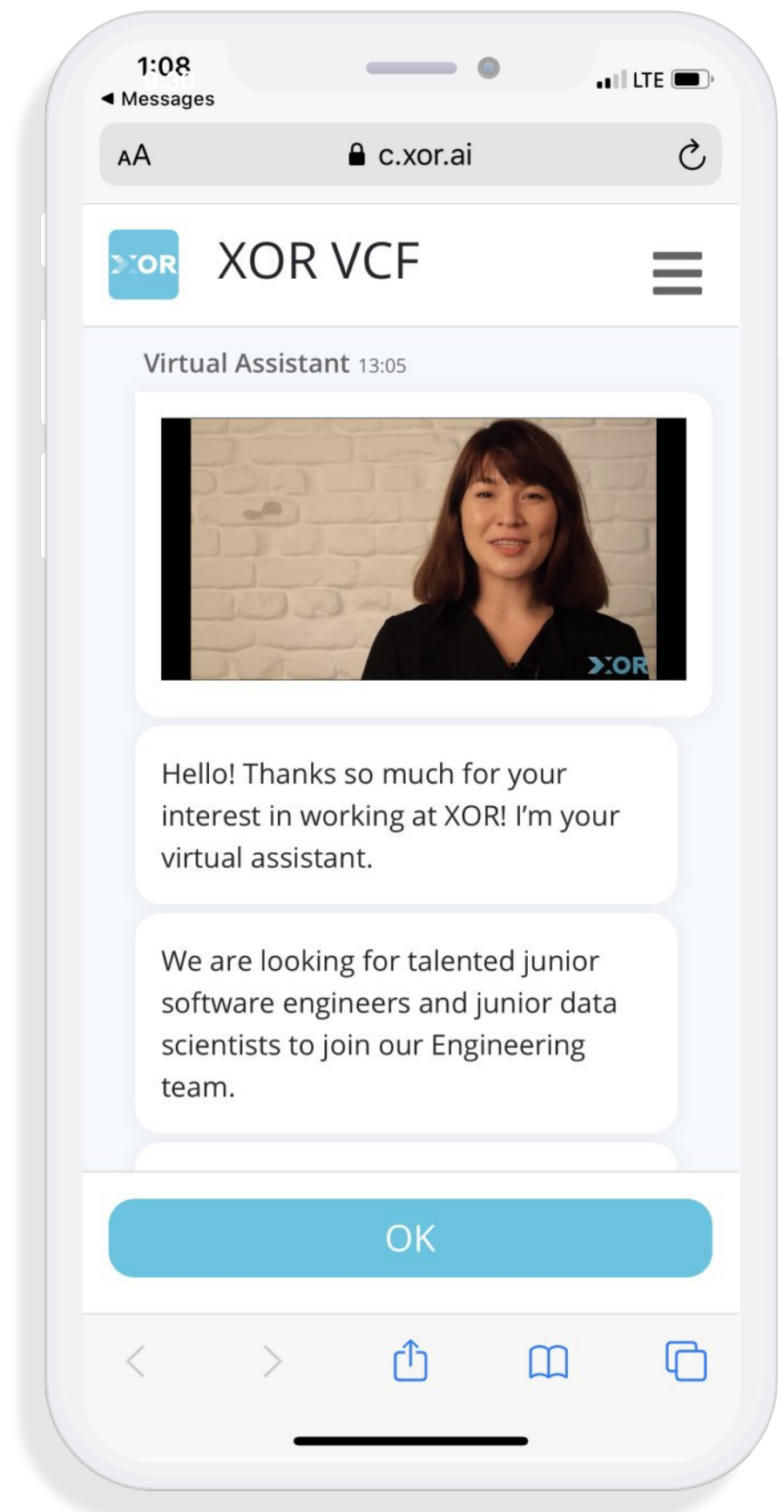
Virtual Career Fair Advantages

Virtual Career Fairs have many advantages over traditional in-person events. One of the most apparent benefits of the online platform is an increased hiring pool. By hosting the event virtually, you are able to reach a more diverse and widespread group of candidates. Not only are you able to start communicating with talent outside of your normal reach, but you can also interview people in different cities, states and countries. This also gives you more opportunities to attract top-tier talent and find specialized candidates to fit your roles perfectly without excessive travel.

A significant benefit is the cost savings from hosting a career fair virtually. When hosting an in-person career fair, you first have to rent a space for it to take place. Then, you have to consider logistical costs as well as food and beverage offering costs. Flights and hotel rooms to these events for both candidates and hosts also can add up. None of these costs need to be worried about with a Virtual Career Fair, saving you a significant amount of money.

In addition to interacting with more people, you also are able to hire them faster through Virtual Career Fairs. Prospective employees are already pre-screened, and if they make it through your recruiters then you can easily set them up for an interview immediately. Our interface allows for your HR team's calendars to be integrated directly with the career fair, making it easy to automate the interview scheduling of candidates. This streamlined hiring process leads to faster hires and higher candidate retention.

Virtual Career Fairs also create a better candidate experience. Applicants spend significantly less time waiting on recruiters to get back to them, and if they are accepted they are notified immediately and sent to the next step of the process. They get to do all of this without traveling to a place of business, and with minimal time wasted waiting for continued communication. They can communicate with a prospective employer from anywhere and using any device.

More currently, the health risk of an in-person career fair makes them practically impossible to host. Most convention centers and cities don't allow for large gatherings of people due to the pandemic. When they do, there will still be significant health risks for attendees. Hosting virtually not only is easier for all parties involved but safer.
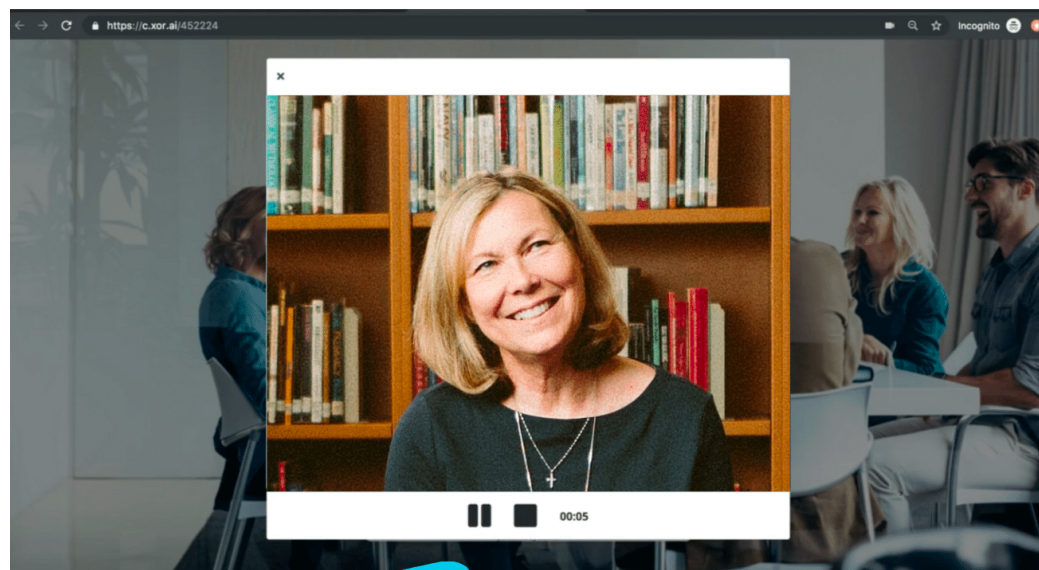
Getting Started
Steps to Hosting a Virtual Career Fair

There are a handful of steps involved in preparing and executing your Virtual Career fair:

01   Build your Custom Career Fair Map

02   Create a Branded Registration Page

03   Promote and Advertise Your Event

04   Screen Prospective Candidates

05   Chat Directly with Talent

06   Schedule Interviews

07   Receive Feedback

Below we will detail all of these steps and how you can utilize them to get the most out of your hiring event.

Branding and Setup

Your first step is to build your custom career fair map. The employer or host will create a map in which up to 30 departments, teams, or roles can have their own booth. Prospective candidates can see this map, and click on the booths where they would like to learn more about roles and job opportunities. This design created a hub for attendees to explore, and by grouping similar roles together they can explore options they may not have pursued otherwise.

Next, the host can create a branded registration page. This page is where attendees can sign up for time slots to speak with recruiters. These customized pages can capture the attention of your prospective candidates and create more conversions. It also provides an opportunity for you to give a strong first impression of your company, similar to a branded booth at an in-person career fair.

Now that your Virtual Career Fair is customized, you can move on to promoting your event. XOR allows you to create your own text, WhatsApp, email, and ad campaigns to help you announce your career fair and drive potential candidates to register for your event. This marketing integration makes gathering attendees easy and will give you access to a larger pool of talent.

Pre-Screening Candidates

After growing your talent pool through your marketing campaign, you can send candidates through a pre-screening process. This automated process is powered by our conversational AI that prevents manual, repetitive questioning and assessments. This process can be completed over text message, chat, email, Whatsapp, or whatever communication platform the candidate prefers. Since this process is automated, it can be completed twenty-four-seven, and immediately will respond. Applicants will also get instant feedback if they were not qualified, we want to make sure everyone has a positive candidate experience even if they don't interact with you.

When setting this process up, you are able to configure your questions personally. These don't have to be simple disqualifiers; you have the power to weigh the answers to these questions. By doing this, the AI is able to qualify, score, and rank the applicants. You can then set a bar for them to pass before they can chat directly with recruiters. This ensures that your recruiter's points-of-contact are only with qualified talent. It saves time for both hiring teams and candidates if they do not meet requirements.

Connect with Your Candidates
Chat Live

Once your scheduled Virtual Career Fair starts, qualified candidates and employers are able to begin directly connecting on job opportunities. Throughout the event, employers can connect with talent with chat, emojis, Whatsapp, recorded videos, and our Zoom integration. Applicants can communicate in whatever way is most convenient and comfortable for them. During this stage they can ask any questions they may have about the position, and they can be sent to the automatic interview scheduler if you think they are a good fit.

Employers are also able to allow for these chat sessions to be as long or as short as they would like.

You also are able to pre-record videos for curious candidates to view. These can detail information about the position, the company, the department, or other information you would like to share with them. These can add a personal touch and attract more people to these positions.
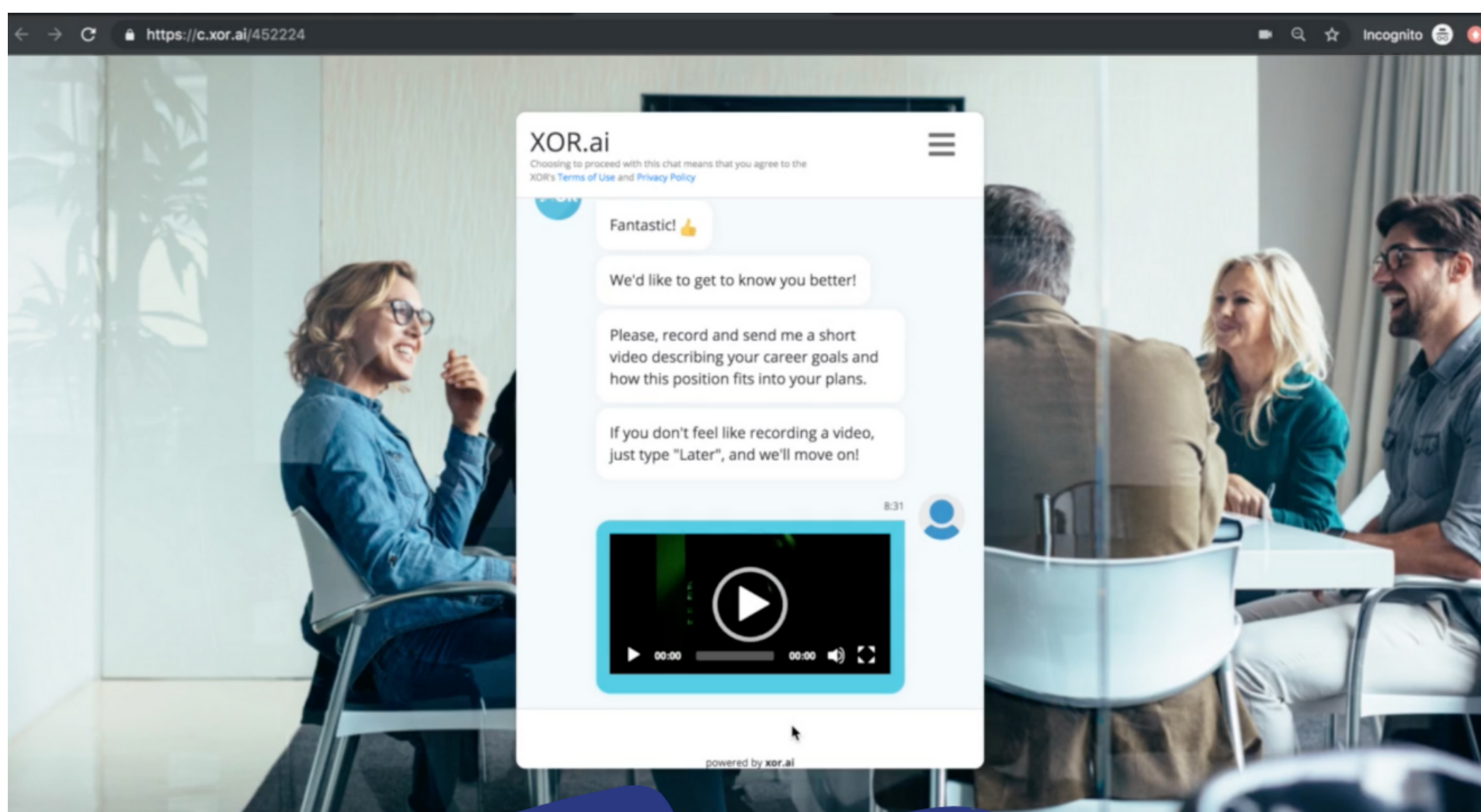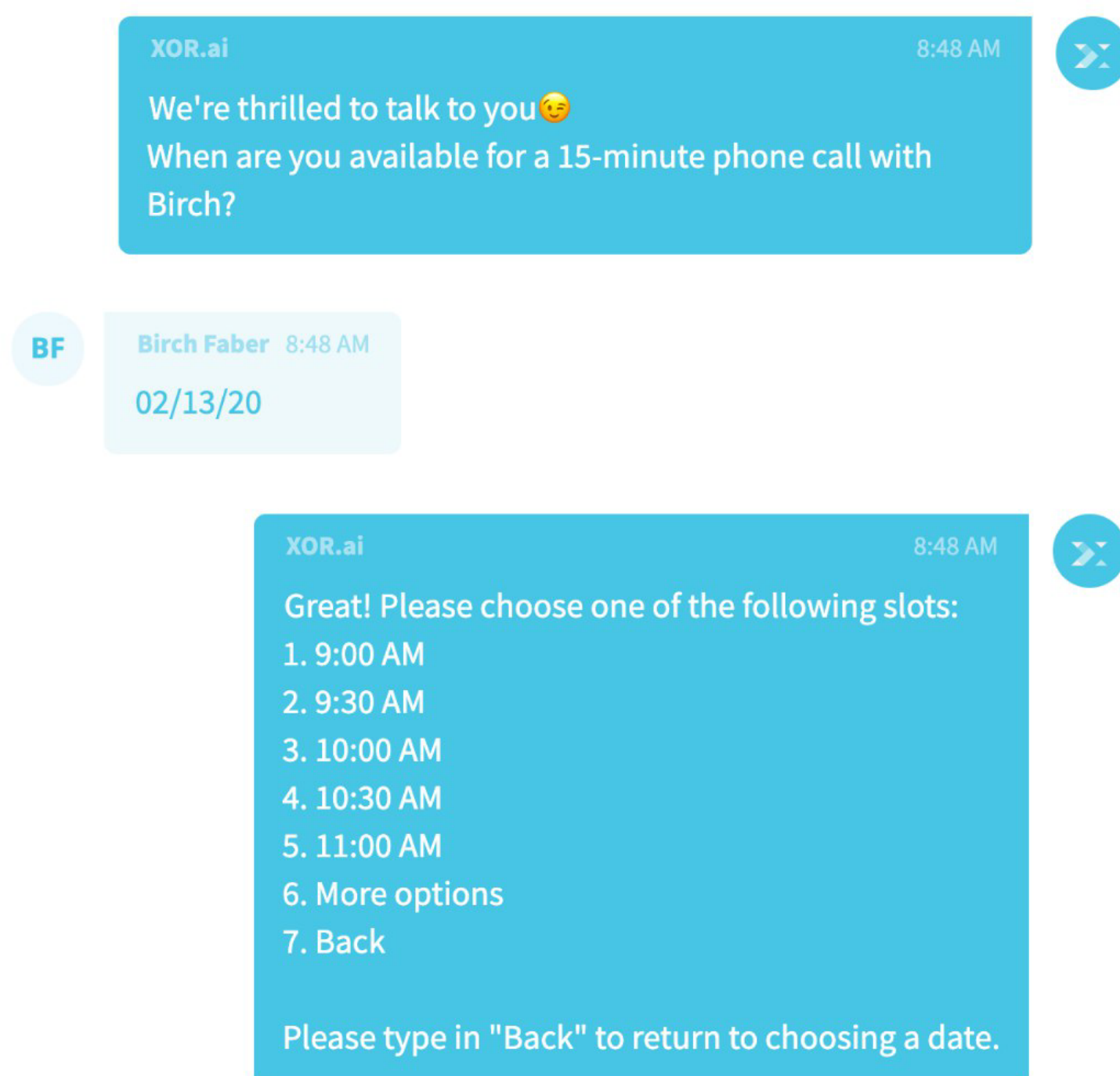
Transition Top-Talent to Interviews

Once you have found a candidate that you are interested in interviewing, you can send them easily through the one-click automated interview process. XOR integrates with Outlook, Microsoft Office, and Google Calendars so that candidates are able to select an open time on their preferred platform. It also gives you the tools to follow this automated scheduling process right from the Virtual Career Fair event, which prevents dropoff and gives you the best ROI.

In the case that you would like to interview the candidate immediately, you have the capability to create an on-demand video interview. With this process, you can record welcome videos and video questions to add to the candidate experience. You also are able to edit and upload new questions according to feedback. If you have XOR integrated into your ATS and CRM, the interviewee's video responses are directly pushed to their profile so that you can review whenever you are ready.

XOR.ai   8:48 AM

We're thrilled to talk to you😉
When are you available for a 15-minute phone call with Birch?

BF   **Birch Faber**   8:48 AM

02/13/20

XOR.ai   8:48 AM

Great! Please choose one of the following slots:
1. 9:00 AM
2. 9:30 AM
3. 10:00 AM
4. 10:30 AM
5. 11:00 AM
6. More options
7. Back

Please type in "Back" to return to choosing a date.

Gain Feedback

After your event, you are able to send out a short survey to attendees. You can then review responses so that you can see what parts of your Virtual Career Fair candidates enjoyed, and what you can improve upon for your next event. These questions can be sent through multiple platforms to make it easy for your attendees to answer. All of these responses will be easily viewable within a dashboard on the XOR platform.
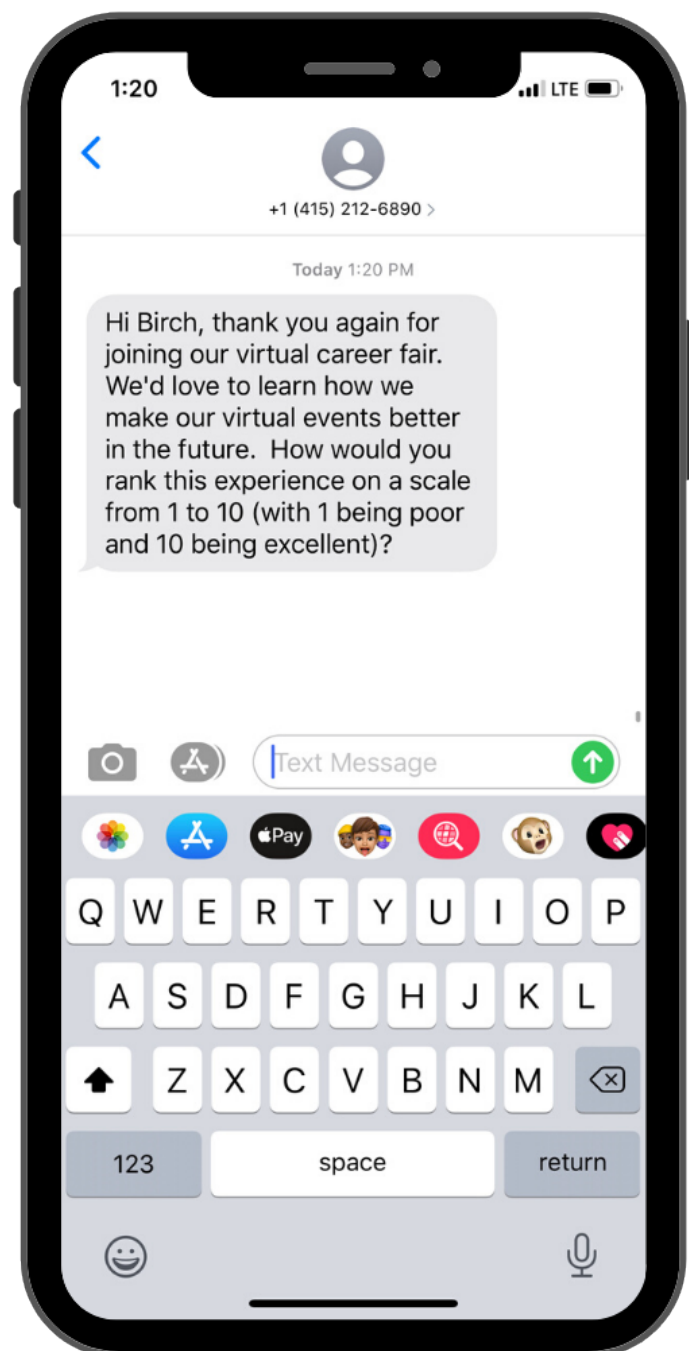
Virtual Career Fair events will help your company hire talent from a wider pool while also being more accessible for candidates. Through these events, not only will you reach a more diverse and widespread pool, but you will hire faster and with a higher ROI than with in-person hiring events. With the ability to pre-screen candidates, you can ensure that only those who meet your requirements will end up talking to your hiring team. Your company will also be able to customize its event branding and create personalized videos to drive interest. This process is streamlined and integrates with your ATS and CRM, and overall provides a better candidate experience.

To learn more about how we can help you facilitate the perfect Virtual Career Fair, contact us for a free demo at www.xor.ai.