



Exhibitor Guidance

Please share this information with all staff involved in the event.

Overview

The Careers Fair will take place on Monday 2nd and Tuesday 3rd November, with the specialist Law and Teaching Fairs on Wednesday 4th November 2020. The fairs will be hosted on our Essex CareerHub platform, which also hosts our online job board and event booking system. Essex CareerHub is accessible via all internet capable devices (desktop computer, laptop, mobile). Live elements will be delivered at set times between the hours of 10am - 6pm.

Our fairs are open to all University of Essex students and recent graduates, from all years of study and all departments and subjects, (barring nursing who manage their recruitment separately).

Last year's physical event attracted in excess of 1800 students on one day in the space of just 4 hours. This is our first virtual event so we are unable to predict attendance, but the event will be heavily promoted to students across social media, via lectures and seminars, through direct email and via a number of other widgets and online platforms.

Students will be provided with a programme of exhibitors and live events in advance of the day by email, and they can also access this via the Essex CareerHub platform. We will also be promoting your attendance and any live sessions that you are running via social media in the run up to the event.

Static Employer Profile

The basic package consists of an online branded employer profile which will be live over each day of the fair for students to browse, we plan to keep these live for students to visit for the remainder of the Autumn Term to provide your organisation with additional exposure after the event.

When we confirm your booking to you we will request all the additional details that we need from you for us to create your employer profile, such as your logo, link out to your webpages and any text you would like on your profile.

The static profile is produced in advance of the day and requires no personnel input on the days of the fair.

Live Events

The live sessions will be scheduled between the hours of 10am – 6pm on the days of the fair to keep the feel of a live event taking place. The date and time of your live sessions will be confirmed to you in your booking confirmation email. You can let us know on the booking form if you have a preference of day for your live session/s and we will do our best to accommodate.

The live elements are the only part of the event that will require personnel on the day. We recommend that you arrange for a minimum of two staff members to support each online event, to help with Q&As and in case of any technical difficulties such as wifi fallout if staff are working from home.

We understand that each organisation will have their own preference of video conferencing software and therefore we are asking that you set this up and communicate the link to our team well ahead of the event. (If you are unsure what to use we recommend Zoom as it has a waiting room function for managing drop-ins and one-to-ones).

Live Webinars

You will be allocated a 1.5 hour slot in which to deliver a presentation followed by a Q&A session using your choice of webinar platform. We will ask you to provide us with a link to share with our students ahead of the event.

We will provide a member of our team to introduce you and ensure you are all set up at the beginning of the event. We advise you meet virtually with our host at least 20 minutes prior to the event start time to ensure everything is working ok. If you are able to record your event and add the recording to VIMEO afterwards we will be happy to add this to your profile for students to watch again after the event if they were unable to attend on the day.

One-to-one appointments

Appointments will be scheduled for 20 minute slots over a period of 2.5 Hours. Your time slots will be confirmed to you in your booking confirmation email. A member of our team will send you over a detailed schedule of students that have booked in advance of your sessions.

Drop-in sessions

You will be allocated a 2.5 hour slot during which students can drop in to chat with a member/members of your team. You are free to choose how you manage your drop in session but you might like to consider the use of waiting rooms to help manage student numbers. Please send us the link to share with our students ahead of the event.

Post-event analytics

We will be able to see the total number of students and graduates that signed into CareerHub on the day for the event. However we would encourage you to use your organisation's own software to record the number of attendees. If you are able to record student attendance from your video conferencing software we would be most grateful if you could share this with us via email to: employerlink@essex.ac.uk after the event.

Post-event follow-ups

We would encourage you to obtain details from interested parties during your sessions if you would like to follow up with them after the event.

Your feedback is also important to us, and therefore you will receive an employer evaluation form after the event. We would really appreciate your support completing this.

**If you have any questions either before
during or after the event please contact us at: employerlink@essex.ac.uk**