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Introduction to Virtual Events

Make connections with employers and explore careers in a more accessible and flexible format with virtual events!

Access
Often, employers from across the country do not have the budget to travel to every campus to recruit. Virtual events allow employers of all types; nationwide, Fortune 500 companies, small businesses and startups to easily connect with you.

Flexibility
No need to trek across campus in a suit to connect with employers. Join us for a virtual event from the comfort of your home or a quiet space on campus. All you need is a non-distracting background, a computer or mobile device, and wifi!

View a full listing of virtual events at lsu.edu/career.
Event Platforms

Handshake: For Recruiting Events

Handshake will be utilized for recruiting events that connect employers to students for job searching, networking and career exploration.

Spring 2021 events offered through Handshake:

- [Virtual STEM Career Fair](#), February 10
- [Virtual Finance and Accounting Career Fair](#), February 25
- [Virtual Interviewing Program](#), February 17 to April 16
- [Virtual Art and Design Career Networking Day](#), March 4
- [Virtual Marketing, Sales, and Management Career Fair](#), March 9
- [Virtual Construction Networking and Interviewing Days](#), March 10 and 11
- [Virtual Kinesiology Career Fair](#), March 16
- Virtual Diversity and Inclusion Networking Event, March 17 (link coming soon!)
- [Virtual Communication Professionals Networking Fair](#), March 18
- [Virtual Government and Nonprofit Career Fair](#), March 23
- [Virtual School Professionals’ Networking Day](#), March 30

Zoom: For Career Programming

Zoom will be utilized for smaller workshops and programs led by our LSU Olinde Career Center team.

These programs provide coaching on topics ranging from major and career decision making to job searching and applying for graduate school.

Spring 2021 programming offered through Zoom:

- [Recruiting Event Prep Programming](#)
- [Major and Career Programming](#)
- [Job Searching and Networking](#)
- [Graduate and Professional School](#)
Virtual Events in Handshake

The Virtual Event on Handshake

Connect with employers for job searching, networking, and career exploration at virtual recruiting events hosted in Handshake. The more events you attend, the more opportunities you will discover.

After registering for the event, you need to sign up for Sessions in order to meet with employers through video Group or 1:1 Sessions.

- **Group Sessions:**
  - 30 minutes each
  - multiple students can attend
- **1:1 Sessions:**
  - 10 minutes each
  - one student and one employer representative can attend

In these sessions, employers will be identified as the Host, and they will be able to share their screen with participants.

1. Identifying a Virtual Event

Navigate to the **Events** page (via the top menu bar), then use the **Virtual** filter to identify virtual events. An event may be created by your school, or your school may be invited to participate in a virtual event from another school.

- You can click on **All Filters**, then click on **Only posted by my school** to narrow down the displayed list of events.
If you see an event you’d like to save to review later, click the bookmark icon to the far right of the event name to save it. You can use the Saved filter on this page to locate saved events.

2. **Registering and signing up for sessions**
   - In order to sign up for sessions with employers, you must be registered for the fair.
     - For details on this process, please see [Signing Up for and Managing Virtual Fair Sessions](#).
   - To sign up for Group or 1:1 sessions, you may be prompted to update your profile privacy setting. We recommend using **Community** to make the most of your Handshake experience, as this will allow you to participate in all fair sessions and engage with other students/alumni!
     - For more information on profile privacy, please see [Profile Privacy Options in Handshake](#).
   - You’ll be able to sign up for sessions up to one (1) minute before the start time; once the session has started, you’ll be unable to sign up for the session.
   - Narrow down the list of employers by using the filter options under the Available Sessions tab at the top of the event page.

**PRO TIP:**

Be open minded! By using less filters, you can meet with more employers and find new career opportunities that you didn’t expect!
3. Preparing for the event

Here are some best practices to help you prepare for a successful event:

• Ensure you have the right setup to support session audio and video. (Chat is available in all sessions.)
  • Handshake Video Requirements and Troubleshooting (Students)
  • Check out Virtual Fairs: Accessibility to see how we’ve made virtual events more accessible.

Check out our blog post for more tips on how to stand out in a virtual fair!

Virtual Background and Attire

Take time to consider what the employer will see if they invite you to connect through video chat. To remove distractions and create a professional environment, take the following steps:

• Find a space you can sit that gives you a simple, non-distracting background.
  • Avoid busy wall-art and photos.
  • If you need to take a video meeting from your bedroom, position yourself so that your bed is not in view, or at least ensure it is neatly made.
  • Watch these Top Three Tips for Video Call Etiquette.

• Dress Professionally
  • Dress exactly as you would if you are meeting the employer in person. Just because the meeting is virtual does not mean it is less important or that you should dress casually.
  • Choose professional or business casual attire depending on the event and ensure your hair is neatly styled.
  • View the Day of the Event section of this guide for more tips on dress.
Virtual Documents and Profiles

Résumé

Be prepared to share your résumé in a digital format during the event:

• Use the résumé templates to get started. Schedule an appointment with the LSU Olinde Career Center team if you want one-on-one help with your résumé.

• Save your résumé as a PDF for optimal viewing. Sharing as Word document often results in formatting errors when you send them to be viewed on a different computer.

• Upload your résumé to Handshake under the Documents tab several days before any recruiting event so the LSU Olinde Career Center team can review and recommend changes for you.

• Having an Approved résumé in Handshake is required to apply for jobs posted in Handshake. Most employers will post their jobs in Handshake prior to an event hosted by the LSU Olinde Career Center.

Online Profiles

• Update your Handshake profile with your recent experiences and skills prior to the event since many employers will be posting jobs directly to Handshake for you to apply soon after the event. Take these 10 small steps for improving your Handshake profile.

• Update your LinkedIn profile if you plan to link this profile on your résumé or in other job search documents. View the LinkedIn profile tips on pages 37-39 of the Student Career Guide.
Research Employers and Job Postings

Recruiters tell us the biggest area for improvement students can make is by gathering knowledge of the company and/or job postings before engaging with them.

Recruiters prefer that you have researched the company website before reaching out so that they can cover your specific questions and get to know you rather than just sharing information you can find online.

You will be a more appealing candidate if you can demonstrate an understanding of the potential employer and how you are uniquely qualified for the position and company.
Research the company and job postings before meeting with them:

1. Log in to Handshake to view a list of employers and their job openings for a specific event or browse the Employers tab to view all employers connected in Handshake.

2. Check out employer websites and social media accounts to learn more about the company’s values, products, team, and more.

3. Consider filling out the Company Research Sheet on Page 51 of the Student Career Guide.

4. Some companies may have jobs posted in Handshake. Apply for any jobs you are interested in before the event or prepare any questions you have about the job opening.

5. Draft questions you have about companies and opportunities.

Look up the following information:

• The mission statement of the organization.
• Where is the company located?
• What can you determine about the company culture?
• What projects/divisions of the company interest you? Why?
• What is the primary product or service? Who are their clients?
• Is the company large or small? How many employees?

Consider jotting down the following questions:

• What characteristics do you look for in an ideal candidate?
• What do you like best about working for this company?
• What professional development opportunities are available?
• Create a list of other questions you have from your research.
Virtual Elevator Pitch

Prepare to give your pitch on a video call or through chat. Use the templates below to get started.

**PRACTICE YOUR ELEVATOR PITCH**

Elevator Pitch Template for Video Calls

"Hello, my name is . . . . . . I’m a (fr/soph/jr/sr/grad) studying . . . . . . (major/minor) and am looking for a . . . . . . (internship/full-time/part-time job) in . . . . . . (industry.) Over the past few years, I have . . . . . . (worked/volunteered/interned) with . . . . . . (company/student group/etc.) as a/the . . . . . . (position/role.) Through this experience I developed a better understanding of . . . . . . (industry or type of job) as well as useful . . . . . . (skills/knowledge) that I hope to use in my next position. I know that . . . . . . (company name) is currently hiring for . . . . . . (name of position). I am very interested in applying. Could you tell me more about . . . . . . (specific question(s) about the company/application process/training/etc.)?"

Elevator Pitch Template for Chat (more brief than for video)

"Hi, I’m a (fr/soph/jr/sr/grad) studying . . . . . . (major/minor) and am looking for a . . . . . . (internship/full-time/part-time job) in . . . . . . (industry.) I have experience . . . . . . (working/volunteering/interning) with . . . . . . (company/student group/etc.) as a/the . . . . . . (position/role.) I know that . . . . . . (company name) is currently hiring for . . . . . . (name of position). Could you tell me more about . . . . . . (specific question(s) about the company/application process/training/etc.)?"
Zoom will be utilized for smaller workshops and programs led by our LSU Olinde Career Center team.

Zoom is a video conferencing platform supported by LSU. You may have already used Zoom in an LSU class or advising setting. View the LSU Zoom Quick Start Guide if you have not accessed Zoom before.

Zoom links will be provided to registrants of Career Programming listed on page 4 of this document and listed in Handshake under the Events tab.

Here are a few helpful tips to get the most out of your Zoom experience:

- Students should log in to Zoom in advance to ensure access during the event. View the Zoom Quickstart Guide if this is your first time accessing LSU Zoom.

- Find a quiet location from which to join your session, and make sure you have access to the stable and fast internet.

- Log in to every session using your full first and last name.

- Join a session a few minutes early to test your audio and video connections.

- You should also make sure you have the latest Zoom app downloaded.

- Mute your audio unless you are speaking so as to prevent unintentional background noise from disrupting the conversation.
The Day of the Event

Chat, Video Calls and Interviewing

- Practice your elevator pitch or interview questions beforehand.
- Choose a professional space with a simple background.
- Maintain eye contact and look directly into the camera.
- Use a reliable internet connection.
- Wear full business attire, as it will help to remain mindful of your interview.
- Get connected early enough for a trial run the day of your interview to check all elements.
- Maintain a smile to aid in sounding positive during your interview.
- Avoid chewing and drinking during interviews.
- Be sure to disable other features/sounds.
- Keep your résumé nearby as a reference.
- Prepare to send and receive links to Handshake, LinkedIn, etc.
- Ensure you have the right setup to support session audio and video. (Chat is available in all sessions.)
  - Handshake Video Requirements & Troubleshooting (Students)

Ask questions about the company or job description

For example:
- Can you expand on the requirements of the job/internship?
- What characteristics do you look for in an ideal candidate for this position?
- What opportunities are available within your company?
- Make notes about your conversations to jog your memory on who is who when following up.

Prepare your environment

Watch our Top Three Tips for Video Call Etiquette to learn how to best prepare your environment for virtual calls!
Dress for Success

Dress exactly as you would if you are meeting the employer in person. The type of meeting does not detract from the importance of the interaction.

Need to freshen up your wardrobe? Purchase professional attire with an exclusive discount for LSU students through the Suit Up with JCPenney event hosted each semester by the LSU Olinde Career Center.

Attire Guidelines

Business Professional
A suit in a conservative color (black, navy, or gray) made of professional quality fabric. Avoid trendy styles. Long-sleeved dress shirt conservative colors. Ties with subtle patterns and colors. Socks should match the pant color. Polished lace-up shoes in black, brown or burgundy that either match or are darker than the suit. Belt to match shoes. Skirts should be knee-length. Blouses should be a conservative color (pastels). One-to-two-inch, closed-toe heel (pump or sling back) of a quality material that is darker than the suit color.

Business Casual
Traditional dress slacks, pant suits, or knee length skirt with blazer in a conservative color (browns, grays or navy). Dress shirt or oxford shirt in a solid color, pinstripe or small check pattern, or a dress shirt paired with a coordinating cardigan in a solid color. An optional sport coat or blazer would be appropriate. Leather loafers or oxfords in brown or black. Matching belt. Socks to match pant color. Closed-toe heel (pump or sling back) or dress flat of quality material.

Casual
Students would dress as they dress for class. This could mean jeans, T-shirt and flip flops, khaki/non-cargo shorts, polo shirt and tennis shoes, cotton dresses, etc.
After the Event

Follow Up

Follow-up with connections you made via email. Use the Sample Follow-Up Email below, or browse our Job Search Example Email Templates here.

Sample Follow-Up Email

Mr. Boudreaux,

Thank you for the insights you shared with me at LSU’s Career Expo regarding the Lead Engineering Internship. I enjoyed hearing more about the internship and the innovative office culture that your company provides. Additionally, I appreciated learning about the skills that you look for in a candidate.

Based on our conversation, I believe I would be a great addition to your company due to my skills in __ and my __ experience. Your company seems as though it aligns with my career goals and I would greatly appreciate your consideration. I have attached my resume for your reference.

I look forward to hearing from you.

Mike Tiger
mtiger1@lsu.edu
(225) 555 - 5555

HELPFUL TIP:
Ask a question in your email - you are more likely to receive a response.

Connect on Handshake

When the event is over, stay engaged by visiting the employer’s page on Handshake and exploring their open jobs and internships. You can follow the employer by clicking the Follow button on their page—so you’ll be the first to know when they post new jobs.
Be Responsive

Many recruiters will reach out to students on Handshake or via email to follow up after an event.

If you receive a message from an employer, be sure to reply as soon as possible. Thank them for being at the event and share something specific that you enjoyed or were glad to learn about the company. This will clearly show your interest and may help you get an interview!

Download the Handshake app in the App Store or Google Play so you’re notified when you receive an employer message.

Questions?

Contact our team at career@lsu.edu or visit us online at lsu.edu/career.