



## ***Maximize your opportunity at the all-new Virtual Career Fair!***

The Texas Conference for Women is proud to partner with you for the first-ever Virtual Career Fair. Our goal is to create a platform for conversations between you - our hiring sponsor partners - and qualified professional women who are seeking new opportunities to return to the workforce after they were so disproportionately impacted by the pandemic.

### **When and where?**

The Virtual Career Fair is a virtual event taking place on October 6, 2021, between 11AM and 2PM CT.

The virtual environment is scheduled to open to attendees at 10:45AM CT. Your staff should plan to be logged in and ready to interact with candidates no later than 10:30AM.

The Virtual Career Fair will take place in a SEPARATE VIRTUAL VENUE than the Texas Conference for Women. Your login information for both the Virtual Career Fair and Conference day will be sent separately in an upcoming communication.

- You will receive separate credentials for access to the Virtual Career Fair vs. the main Conference day.
- In addition, booth representatives will receive a login that is different than the login for other attendees.

### **Sponsor Career Fair Presence/Virtual Booth:**

Each participating sponsor will receive a booth within the virtual venue's Career Hub in the virtual exhibit hall.

- **Your booth**
  - CFW will assist you in building your Virtual Career Fair booth, then replicate it for the main Conference Day venue as well. Minor adjustments are possible upon request. Alternatively, CFW can provide your team with access to build your own booth.
  - CFW will provide two template design options along with specs for creative graphics and content that you would like to feature in your booth. More details will be shared on this process separately with detailed creative sizing and specifications.
- **Platform / Staffing:**
  - The Virtual Career Fair and the Texas Conference for Women will use the same host platform - 6Connex - but separate virtual environments and logins for each event
  - You are able to staff your booth with as many recruiters as necessary, but 3-4 Talent Acquisition team members should be sufficient for the 11A-2P CT event window. You

can adjust accordingly and to talent area specialties following review of initial resume book. This event is heavily promoted by Conference partners in the community (please see details below); however, as this is the first year of the Virtual Career Fair, CFW cannot offer clear expectations on candidate / attendee volumes.

## Recruiting Tools Available for Sponsors

### Career Fair Attendee Profiles

- Virtual Career Fair will be free to attend, but attendees will need to register in advance and complete a detailed profile including business area(s) of expertise and experience level. They will also be encouraged to provide their LinkedIn profile and upload their resume to be viewed by potential employers (not required).
- All Virtual Career Fair participant profiles will be shared with recruiting sponsors onsite, and our Privacy Policy will make that clear.
  - Important note: Texas Conference for Women is a separate ticketed event with a different privacy policy. Conference attendee information is not accessible by sponsors unless a participant opts in to have it shared.

### Pre-Virtual Career Fair Resume Book

- Attendees will be encouraged to upload their resumes, along with their LinkedIn profile link during their pre-event profile setup
- The Texas Conference will share collected PDF resume files via an emailed zip file with sponsors in advance (the week of **September 20th**), and a second time closer to event day (the week of **October 4th**). We will also continue to collect resumes on Career Fair event day as new attendees enter their profiles.
- Partners are welcome to reach out to candidates in advance of the Career Fair to schedule candidate screenings or day of interviews.

### Virtual Career Fair Day Candidate Interactions Within Your Booth

- The platform is highly interactive, and allows for many ways to engage candidates, including:
  - Ability to schedule live 15-minute 1:1 video conversations
  - Live 1:1 text chats
  - Live public chats
  - Access to resumes: For participants that upload resumes to their profiles, sponsors will have immediate access to open them during interactions.
  - ‘Open House’ live video option: Attendees may join a live session with Q&A hosted by your representatives in your booth (using a virtual meeting platform of your choosing and secured by you).
  - Interactive content within your virtual exhibit hall booth - videos, downloadable PDFs, badge swipes to collect more attendee info, and more (*Please note: your virtual exhibit hall booth may be updated between Virtual Career Fair and Conference day, so that different content is featured for each event.*)

## Attendee Experience

The Virtual Career Fair will also feature a rich offering of cutting-edge content for job seekers, including:

- Access to the Virtual Exhibit Hall, where they will interact with your booth and others
- Expert advice on timely career topics from the Conferences for Women, along with Fairygodboss, Ladies Get Paid, PowerToFly, and other partners

- A library of on-demand sessions, videos, and podcasts featuring local, regional, and national experts
- Essential skill building for growth and longevity
- Leadership advice for women of color
- Plus, go-to resources on job search, resume refresh, interview skills, and more, available in the Conferences for Women's Career Resources Hub

### **Career Fair Promotional Plan: Attracting Experienced Job Seekers to the Event**

Promotions for the Virtual Career Fair will reach candidates through multiple channels for this free community event

#### **Promotional Channels:**

##### **Conference for Women Community:**

- 9K & counting registrants to Texas Conference for Women
- Broader TX Conference for Women digital and social communities (60K+)

##### **Community Partners\***

- [Fairygodboss](#)
- [Ladies Get Paid](#)
- [PowerToFly](#)

##### **Supporting Organizations\***

- [Asian American Professional Association](#)
- [Black Women Talk Tech](#)
- [Hispanic Women's Network of Texas](#)
- [National Hispanic Corporate Council](#)
- [Society of Hispanic Human Resources Professionals](#)

*\*We are in discussions with several additional partners, and will continue to update this list as confirmed*

##### **Media Partners**

- [Austin American-Statesman](#)
- [iHeartMedia Central Texas](#)
- [KVUE](#)
- [The Texas Tribune](#)

### **Virtual Career Fair Support**

Attendees will have access to the Help Desk within the platform throughout the day, and can also direct any questions to [careerfair@conferenceforwomen.org](mailto:careerfair@conferenceforwomen.org)

Please connect with your Sponsorship Activation Director ([Rachael Lange](#), [Isha St. Amour](#)) if you have any questions and/or to arrange a call to discuss your presence more in-depth.

We look forward to a great event with you!