



A CLEARED CANDIDATE'S GUIDE TO VIRTUAL EVENTS

In-person career events aren't the only way to meet a variety of employers or learn more about what it's really like to work for a company. And attending in-person events can be a heavy lift - missed work, commuting, preparing, expenses, and waiting in line. COVID-19 created a boom in the virtual event trend, and it seems it is here to stay. According to PR Newswire, virtual events will grow nearly ten-fold over the next decade from \$78B to \$774B by 2030. It is easier than ever to attend a career event and connect with potential employers, but it is also critical as a candidate that you engage in virtual events to maximize the number of employers in your network. Virtual events allow for face-to-face interactions with top tier employers in the cleared space, the opportunity to learn from professionals in the industry, and new career opportunities right from the comfort of your home! Although going virtual has made things more convenient, there are some necessary steps to knock a virtual event out of the park. As tech savvy as you may be, ClearanceJobs wants you to have all the tools to show the best you at each event!



Before you embark on your first virtual career event, keep the three 'Ps' in mind: Preparation, Presence, and Progression.



ClearanceJobs®



PREPARATION

A virtual career event is your opportunity to create a memorable impression on potential employers and career advocates. Hit all areas of preparation to showcase why organizations should consider you.



RESEARCH

As you register for specific career events, make sure to do your research. What companies are attending? What roles are they hiring for? What skillsets and qualifications do these roles require? Knowing who will be there and what they are specifically looking for prepares you to have a seamless connection during the event. Earn brownie points by tailoring your resume or profile to the roles that catch your eye and referencing that research while engaging with recruiters and hiring managers.



TEST

Test your connection beforehand. Check connectivity, audio, and visual aspects prior to chats with organization leaders. Be aware of features of the event platform so you can utilize your time wisely during the event. Tech issues can happen to anyone. If you run into a snag, be sure to reconnect and communicate your situation to avoid ghosting mid-conversation.



CRAFT YOUR ELEVATOR PITCH

Although you don't want to come off rehearsed, there is no shame in rehearsing. Craft an elevator pitch that is short and sweet and sells hiring managers on the spot. Become familiar with your strengths and weaknesses and be ready to effortlessly showcase YOU!



WRITE QUESTIONS

During the event, be ready for common questions. Write down what might be asked and be ready to answer. Remember this is a candidate's market. Come ready with your questions, and as recruiters are interviewing you, be aware you are also interviewing them. Make sure your needs align with the role, benefits, work life balance, and what is most important to you.



PRESENCE

Narrow your focus in on the event, stay present, and avoid multitasking. Have your lunch taken care of, build a comfortable environment, find a quiet area with a solid background, dress professionally, and practice to come across confident.



ELIMINATE DISTRACTIONS

Solidify your presence by picking a quiet room and eliminating distractions. Your location should be low volume, well lit, and comfortable. A couple options include your bedroom (with a solid plain background), a home office, a corporate office space in a quiet room, a library in a private room, or anywhere that allows you to feel relaxed, avoids distractions, and has good technical connectivity.



DRESS FOR SUCCESS

While you won't be in-person, you should still dress professionally. As you present your skillsets, you are also presenting yourself. Dressing to impress helps trick your mind and builds your confidence. And if you need more specifics, business casual should do.



PRACTICE

Practice a virtual event with your friends, family, and trusted colleagues beforehand. Set up a Zoom, Skype, or Facetime call and practice your backdrop, attire, and elevator pitches. Practice doesn't have to make perfect, but it does make you more prepared.



DISTRACTIONS HAPPEN

How you respond to distractions that unexpectedly occur during a virtual event may be as important as your event participation itself. Be agile, affable, and flexible – those are great skills for on the job.



BE PERSONABLE

Although it can be more difficult to highlight why you are the best fit for a job virtually, take this as an opportunity to shine. You are unique and special. Craft a greeting and conclusion that solidifies your first impression.



PROGRESSION

A virtual career event can be thought of as a stairstep on your path to a new career opportunity. Consider your ability to move the conversation from a virtual event to engaging with the company in another capacity. Stay consistent, take next steps, follow up, and you'll make your way to the top of the applicant pool.



TAKE THE NEXT STEP

At the event, use your time with recruiters to ask what the next steps are. Do you need to apply on the company's website? Are there other contacts you should get in touch with? Ask the recruiter if they are comfortable sharing their information so you can reach out about next steps and follow-up after the event.



JOT IT DOWN

Jot down who you spoke with, any connections you made, and any questions that you thought of after the event concluded. Just as you prepared for the event beforehand, prepare for your follow up.



FOLLOW-UP

If you can snag a recruiter email, make your follow-up memorable. Keep in mind they likely chatted with many candidates who are also following up. Use your notes to personalize your outreach and solidify a lasting impression.



FOLLOW-THROUGH

Avoid empty promises and apply to the job, send additional information, or follow-up as you said you would. If you find a different opportunity, it's still a good idea to reach out and thank other companies for their time and let them know you have accepted another opportunity.

The COVID-19 Pandemic catapulted the virtual events industry into an unprecedented innovation and growth stage. In-person event companies were forced to rapidly develop virtual capabilities, and virtual career events are here to stay. Recruiters have noted they can reach more candidates, and attendees benefit from chatting one-on-one with talent acquisition professionals without commuting onsite to an event. The overwhelming majority of event professionals are willing to keep using virtual events even after a pandemic has subsided. As a result, hybrid events have increased in popularity. Take advantage of the opportunity to connect with new employers and consider new opportunities. There may be no better way to keep your job search skills sharp.



VIRTUAL EVENTS ARE HERE TO STAY

80%

An overwhelming majority (80.2%) of event organizers were able to reach a wider audience with virtual events.

68%

68% of event marketers reported that a hybrid solution that can manage both virtual and in-person events will play a key role in the 2023 event strategies.

90%

According to a recent Condé Nast survey, 90% of respondents said that even once live events are back, they would still be interested in the virtual offerings.

90%

90% of event marketers plan to invest in virtual events moving forward.



CAREER EVENTS

With over 20 career events held each year throughout the country, ClearanceJobs is the leading producer of career events catering to security-cleared professionals.

EACH CAREER EVENT HAS A UNIQUE LINEUP OF COMPANIES AND POSITIONS LOOKING TO HIRE!

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**VIRTUAL
& IN-PERSON
EVENTS**