

Utnarm Virtual Career Fair at Graduateland

November 5th, 9 am - 4 pm

Event management, employer branding, job
search and recruitment

The Virtual Career Fair (VCF)

- **Virtual Career Fair** - meet and interact with science and technology students from Uppsala University virtually.
- **LIVE Sourcing** - at any time, source and chat with users.
- **Time & Cost efficiency** - no spending on traditional promotions and no fees associated with management during the fair.
- **Attend from anywhere** - Distance is no longer a factor.



Live chat with candidates based on jobs and unique topics



LIVE presentation for chosen companies and organisations with user Q&As



Active recruiter sourcing and access to candidate CV's



100% compatible with desktop, iPad and mobile

Utnarm in collaboration with Graduateland is laying the foundation for students and graduates to meet with potential employers in a new way.

Strengthen your employer brand and connect with potential and exciting candidates in the new digitised world.

In your employer profile, students and graduates can find all the content around your employer brand - text, presentations, images, videos and open job positions.

Online. Intuitive. Effective.

De-mystify the job searching process by giving the companies a human face.

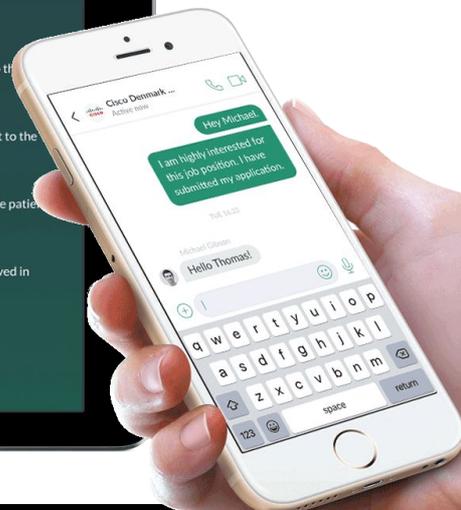
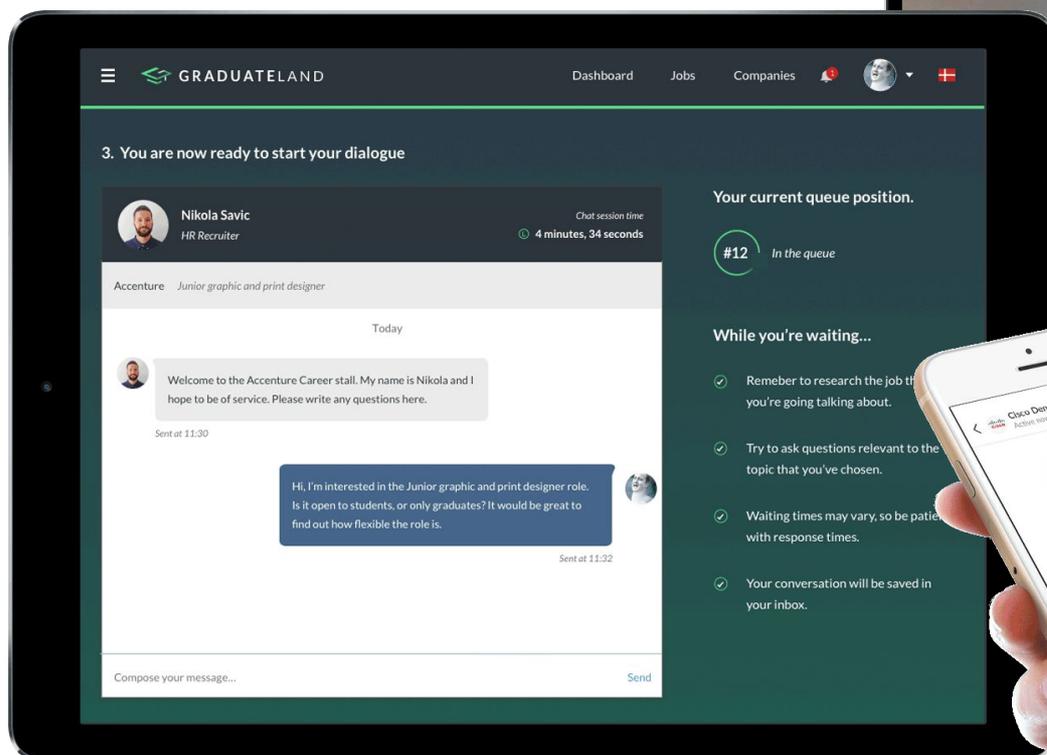
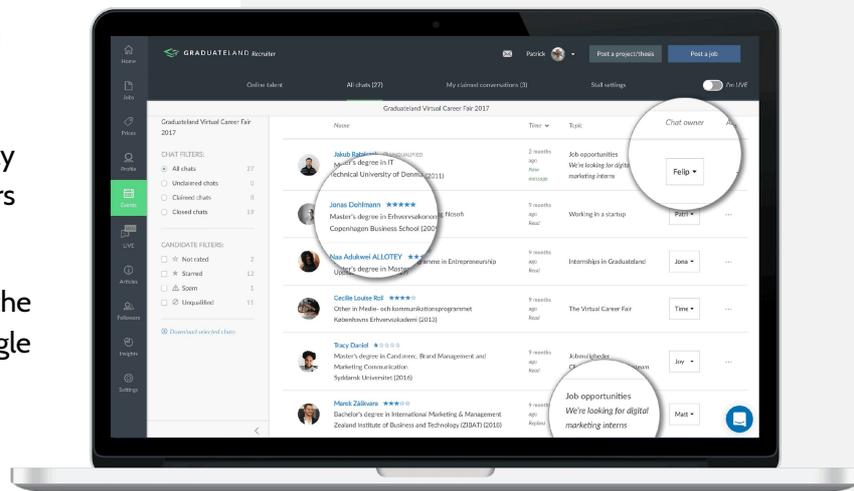
The virtual career fairs are the way forward when face to face meetings isn't an option.

Reduce the uncertainty that students face in their early career journey. Let their first encounter with employers be straightforward and frictionless.

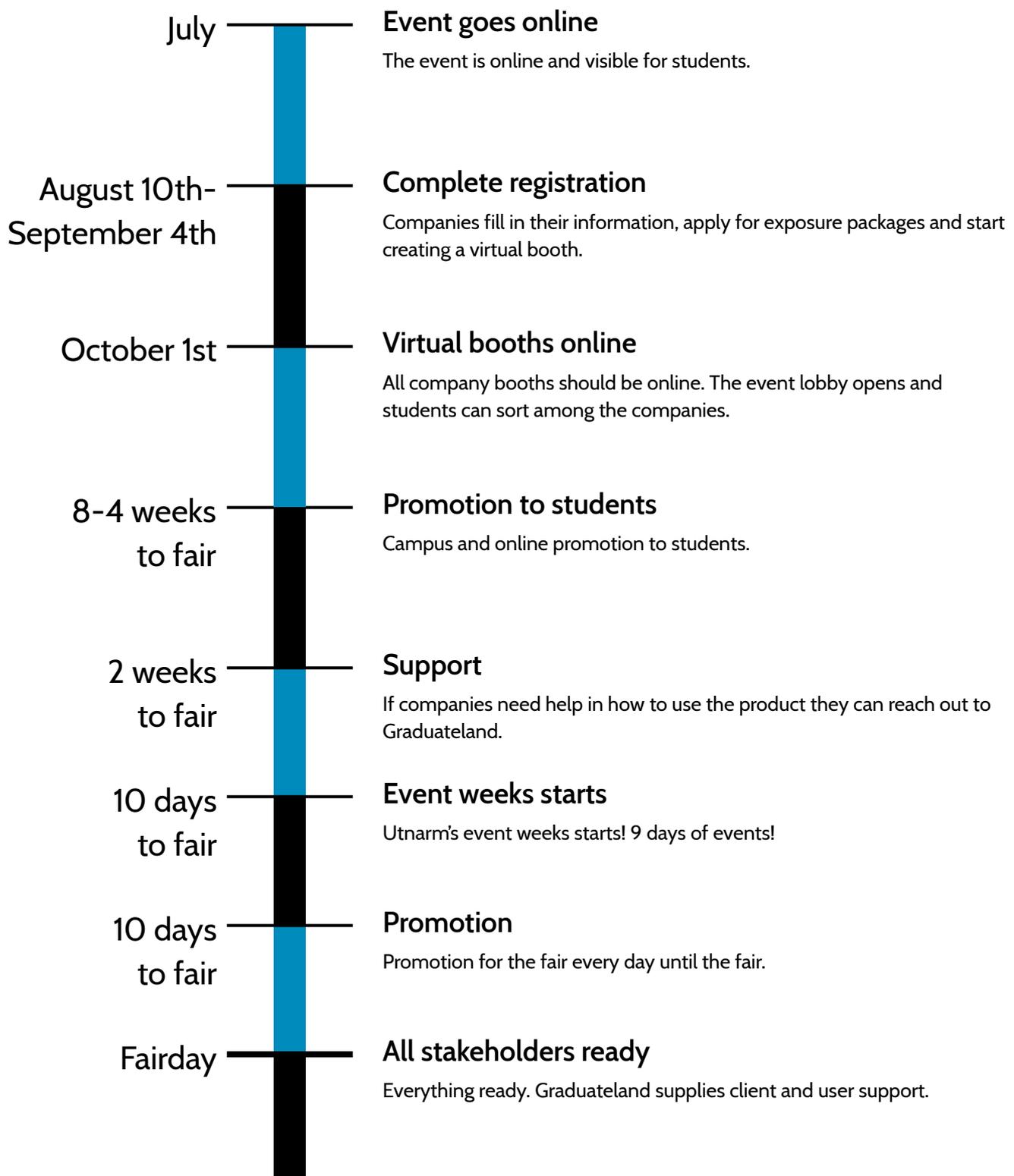
There are many digital tools to interact and continue the conversation with the candidates; Skype, Zoom, Google Hangouts or through Graduateland webinar.

Graduateland virtual career fair is the platform where new relations are created.

Companies and organisations can interact with the candidates where they are – online and at home.



Promotional Timeline



FAQs

1. How does the registration work for exhibitors?

It is very intuitive. After registering at Utnarm, the company creates a free account, or 'company profile', via Graduateland which only takes a minute or two. After that they will have to create the virtual stall which is a guided four step process. If they stumble upon any issues, Graduateland are there to assist.

2. How do exhibitors put vacancies and company information online?

They do this themselves by customizing their stall. The company details, such as country, will be sourced from the company profile, and can be personalised. For example, not all jobs on the company profile needs to be attached to the event stall.

3. What can I do with my stall?

There are a lot of customization options available to demonstrate your employer branding. On top of including topics of conversations and available job opportunities, you can also attach FAQs, images, videos...

4. Can one company have several logins for their recruiters?

Yes, this is unlimited - we actually suggest 2-5 representatives per company to get the most of the event.

5. During the event, how does the chatting process work?

When the event starts, users will be able to reach out by sending out a chat message to company stalls. However, we also encourage companies to source online candidates and start conversations themselves.

FAQs

6. How is the chatting organized? Is there a waiting list?

The chats end up under the tab “All Chats” and can then be allocated to the most relevant company representative.

7. How do I choose what candidates to talk to?

This is one of the strengths of the Virtual Fair. As a company representative, you can easily click on a user’s name and find out their educational background, previous experience, skills, languages, etc. This allows you to have efficient and targeted conversations throughout the event.

8. If my conversation with a candidate is going well, can I move it to a video call?

Yes, you have that option. If both you and the candidate are online, you can make a voice call, as well as a video call.

9. After the event, will I be able to stay in touch with candidates?

Yes, you will continue to have access to the chat function and be able to continue conversations a few days after the event.

10. Will I be getting more practical instructions on how the fair platform works?

Yes, once the event draws closer, we will share a guide explaining the more detailed and practical elements of the event’s process. Regardless, if there are any issues during the event, Graduateland has a team working backstage to support and answer all questions.

Testimonials

Participating in a virtual career fair gave us valuable engagement with a large talent pool of recent and soon-to-be graduates from many educational backgrounds. The detailed search options for listed candidates allowed us to be very specific in looking for the right ones to move forward with.

For finding young talent, complex or simple recruiting, Graduateland had a great platform and outreach.

- Danfoss

Graduateland supports us very successful in attracting talent from Universities highly relevant to us. Especially so in the Scandinavian Market. The platform offers a high reach with Job Ads and Mailings, with one click we are present on all target Universities.

Many thanks to Graduateland for the always quick, uncomplicated and successful cooperation!

- Inverto

Trying out Graduateland Online event for the first time, we were impressed by the user friendly application, the quick and helpful support by the team, and the uncomplicated setup of the event.

The audience was more diverse than we expected and the overall experience was really good!

- ABB

Previous participants at the virtual career fairs:

