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What is a virtual reverse career fair?

*A **Virtual Reverse Career Fair** flips the table – Students have an opportunity to showcase their achievements and talents to potential employers virtually via a pre-recorded 5 minute video. Your submission packet will include your resume so interested employers are able to contact you for an interview or further questions.*

To register, click [here](#). The registration fee is \$35. Participating students will be receive a free, 1-year student membership in the Hawaii Island Chamber of Commerce and will be invited to all chamber networking and educational events where more opportunities to meet professionals in our community await.

Preparing for the Virtual Reverse Career Fair

A key element to preparing for the Virtual Reverse Career Fair is asking yourself the question “What do I want employers to get out of my video?” Are you proud of your achievements both in and out of the classroom? Are you an effective communicator? Have you been a part of impressive or interesting projects that could show employers your capabilities?

Presenting a Winning Image

Treat the Virtual Reverse Career Fair as a job interview:

- **Dress to impress:** Cleanliness, professional dress, consider your video background and lighting.
- **Speak the right body language:** Sit or stand with good posture, show a welcoming smile, and maintain good eye-camera contact.
- **Standing out on video:** Make sure there’s good lighting and framing, consider using video editing software like iMovie or Microsoft Photos tool, and think about content: Photos of accomplishments, video references from mentors and coaches, and other interesting ways to stand-out in a professional way.

Tips on Dress:

- When in doubt, go for the more professional look.
- Aloha wear is appropriate
- Be aware of busy patterns, it might distract from your video or become distorted due to video quality.

What Do I Say?

Introduction: One typical method of preparing for meeting potential employers is to have an elevator pitch ready. In essence, this is a short (30 second) verbal summary of:

1. Who you are.
2. What you have accomplished.
3. What you have to offer, or the value you bring to the company.

Then, take the time to develop talking points with regards to your work, your career aspirations, and your contributions to potential employers. (Use photos, video snippets, etc.... to provide tangible examples.)

Consider highlighting the following topics:

- Related work you did in your classes (projects, presentations, etc.)
- Your interest in the career industry you are targeting
- Related extra-curricular activities
- Knowledge of the industry or potential employers
- Your future aspirations in the industry
- Share a personal or meaningful story and what you learned from it or how you overcame it

Prepare as if it were an interview:

You wouldn't want to read off notecards during your interview so make sure to rehearse and memorize your pitch before recording, paying attention to the following:

- Sound natural and confident; be engaging and poised. Don't memorize your pitch word-by-word, speeches come off more natural when you memorize the main points you want to go over chronologically and let your personality shine when it comes to the actual words.
- Don't worry, most people will do multiple takes before they get the best video.
- Be prepared to talk about your work.
- Highlight accomplishments and unique strengths.
- Share on-topic examples/stories in a concise and clear way
- Frame everything within the construct of "what I can do for you"
- Be careful not to talk too much or about topics that are of no interest to an employer
- Be creative! Could you demonstrate your skills rather than talk about them? Would it be better to show your project rather than describe it?

Visit <https://www.hicc.biz/event/reverse-career-fair/> for more resources.

Submission requirements and deadlines

Upload your video, resume, and UH Hilo release form into this [Google Drive folder](#). Files should be labeled with your first name last name and file type (video, resume, UH Hilo release form). Ex: Taylor Escalona video.

Deadline: 11:59pm HST, Sunday, November 15, 2020. No late submissions will be accepted.

- Video
 - Videos over 5 minutes will not be accepted
- Resume
 - Resume should be uploaded as a PDF file
- Payment
- UH Hilo release form

If you have any specific questions, please contact Helen Tien, College of Business and Economics Academic Success Coach by email (htien@hawaii.edu).