

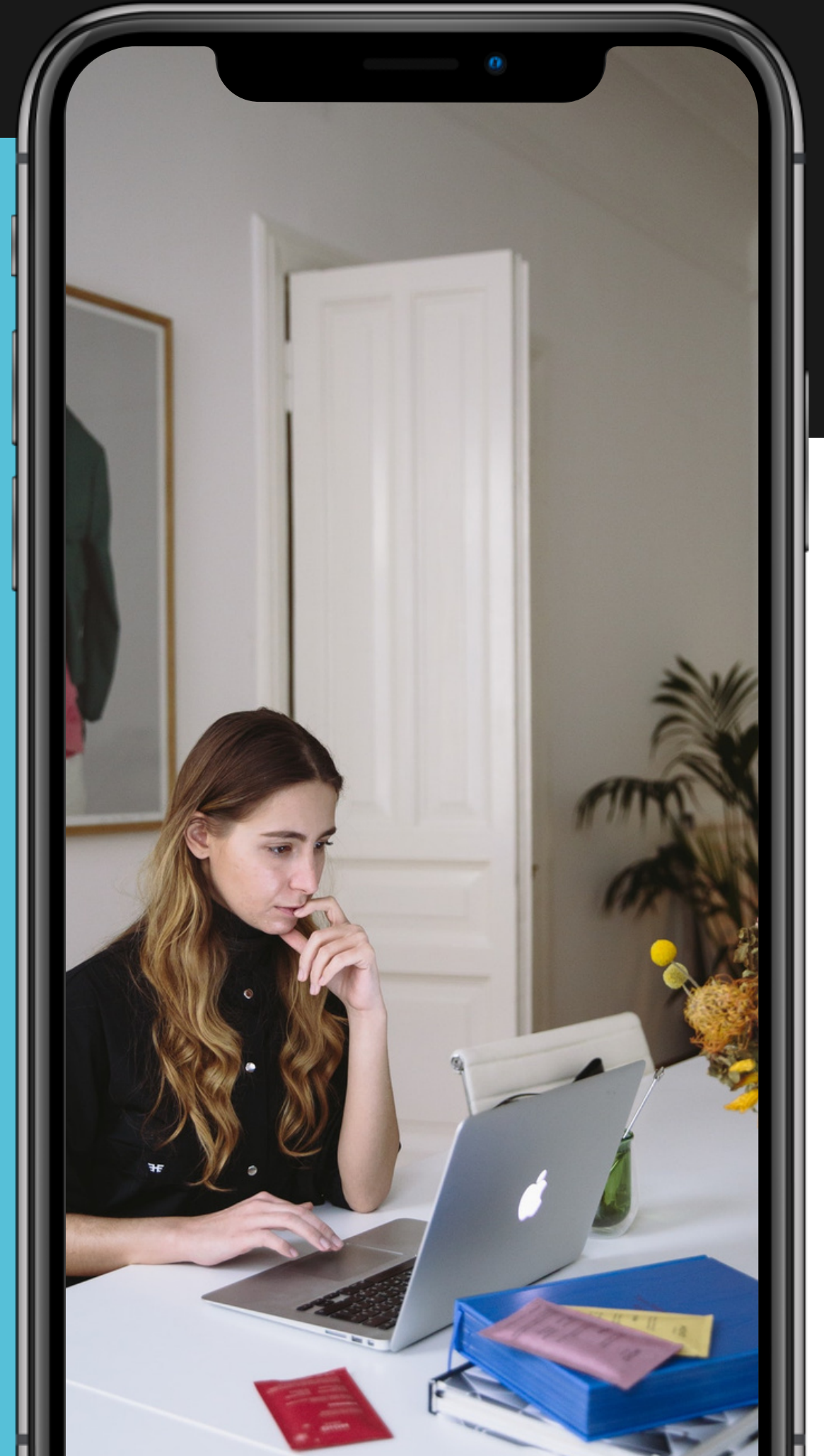
VIQ TORY

VIQ TORY & G.I. JOBS PRESENTS THE

G.I. Jobs Virtual Career Expos

G.I. JOBS
YOUR GUIDE TO CIVILIAN SUCCESS®

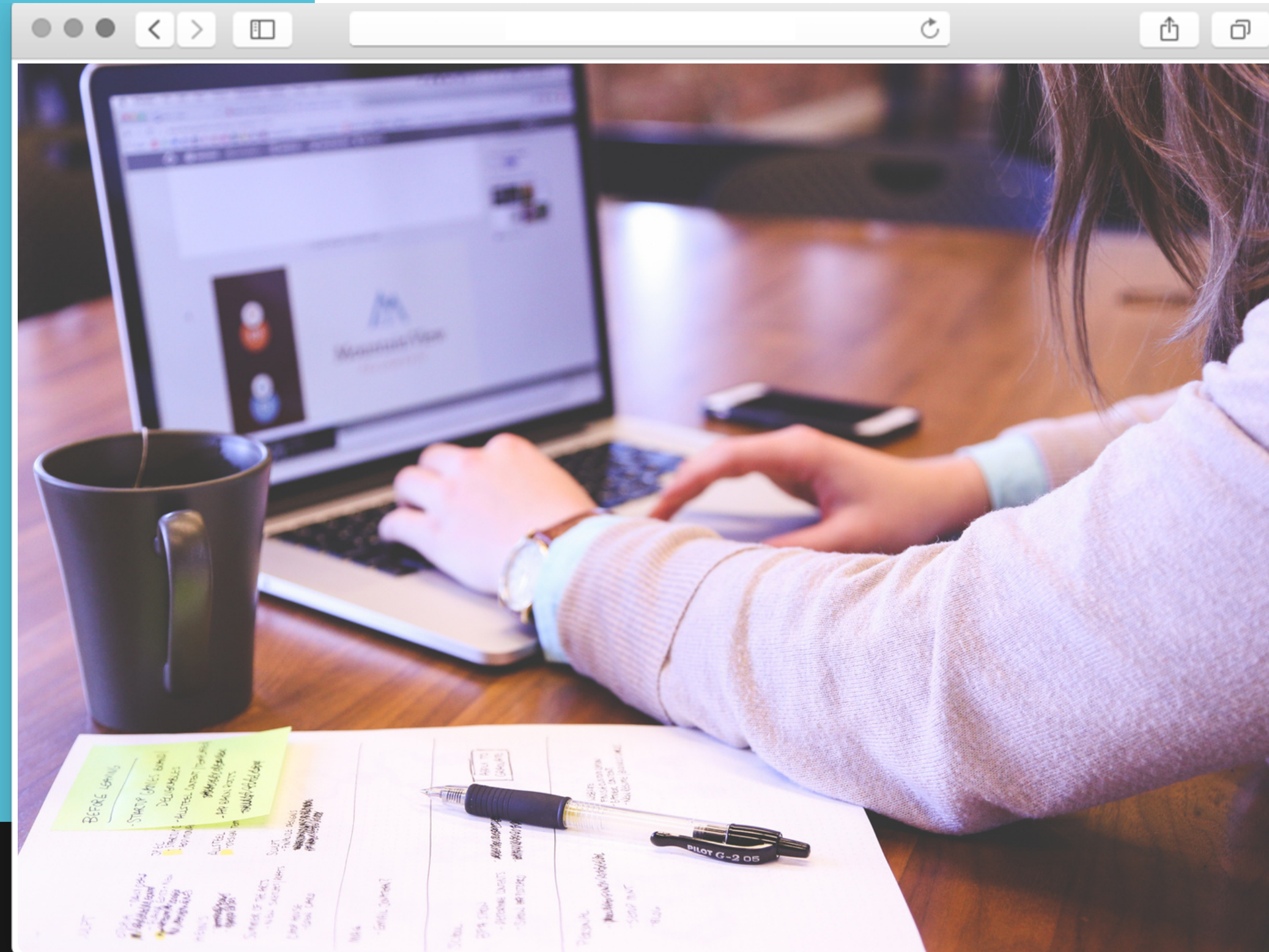
MILITARYSPOUSE®



What is a Virtual Career Expo?

Virtual career expos (also known as virtual job fairs or online career fairs) are the next step in the evolution of hiring.

Virtual career expos are just like traditional in-person career fairs, but hosted online. Job seekers join the online career fair event, where they can view videos from recruiters and hiring managers, and chat in real time with live recruiters about job openings. Virtual career fairs help employers, universities, and member organizations connect with top talent regardless of their locations.



Perks of Virtual Career Expos

Virtual career expos open you up to talent pools you may never have considered.

Virtual career expos can help you get more strategic with your hiring and target specific groups. This can help support your diversity and inclusion efforts, or military and veteran hiring, for example.



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Success in 3 Steps

Use email, website, social media, online publications, and any other channels you currently use to promote your booth!

**Email
Marketing**



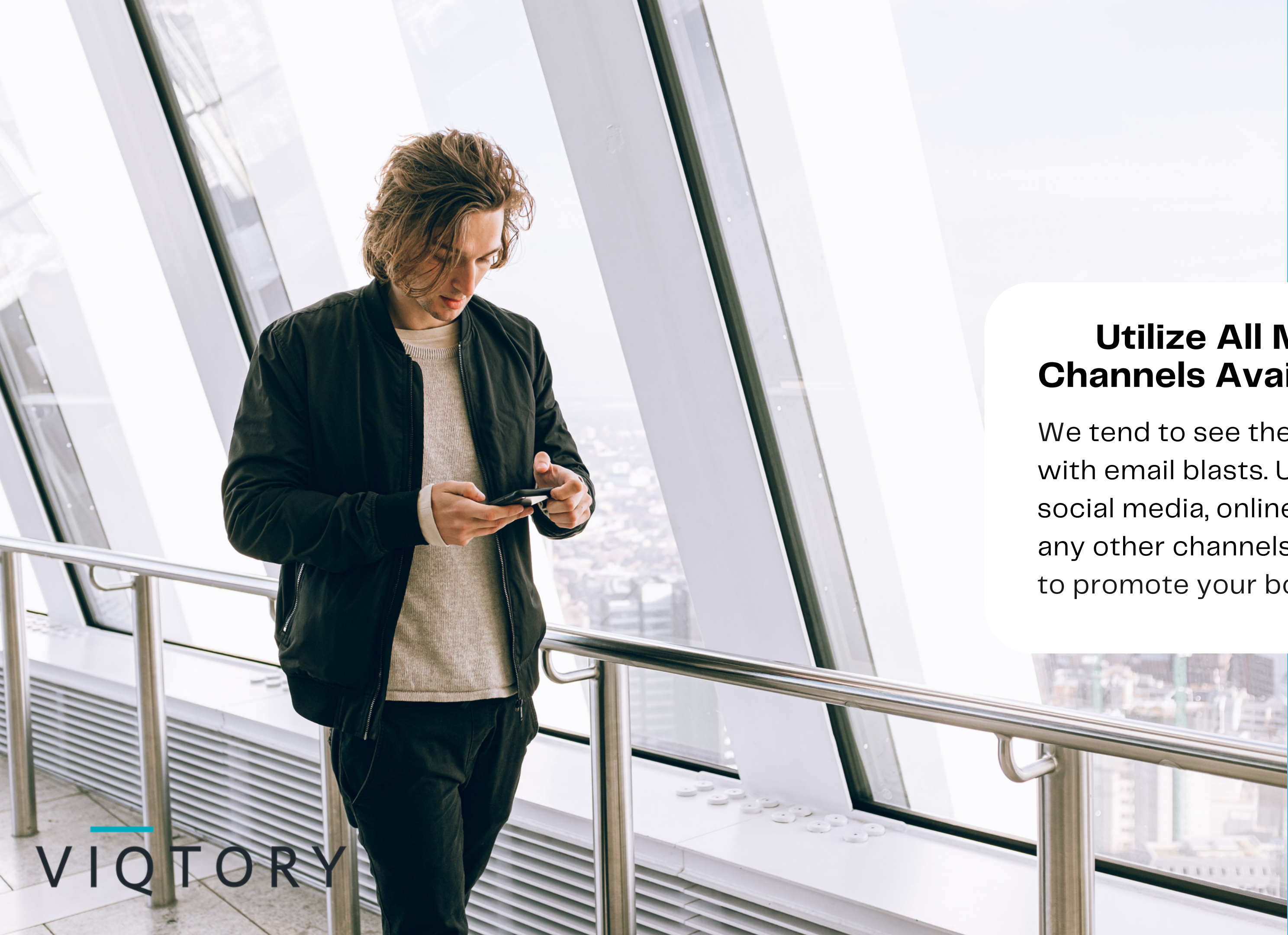
**Website
Marketing**



**Social Media
Marketing**



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Utilize All Marketing Channels Available To You

We tend to see the most success with email blasts. Use email, website, social media, online publications and any other channels you currently use to promote your booth.

Jobseeker Email Marketing



Keep Your Content Short

Keep your content short (no long paragraphs!) with just a few pertinent details.



Drive them to the Registration Page

Your goal is to drive the recipient to the registration page for more info and to sign up. No need to explain every detail about the event in the email.



Frequency

Send 2 – 3 email campaigns per event per audience. Send emails Monday – Thursday during work hours.



Subject Lines

Subject lines should show some benefit to attending the event!

- Chat with Employers One-on-One
- Looking to Jumpstart your career?
- Connect with Hiring Companies!

Make Your Emails Stand Out

Much of the success of a virtual career fair relies on what happens in the weeks leading up to the event. Spending the time on your outbound communications helps employers get the most out of virtual career fairs.



Attention Grabbing Headline

Use attention grabbing headlines that answer the reader's question "Why should I care about this email?"



Brief Body Copy

Your email body copy should be brief and note this is a Virtual Job Fair, including date and time.



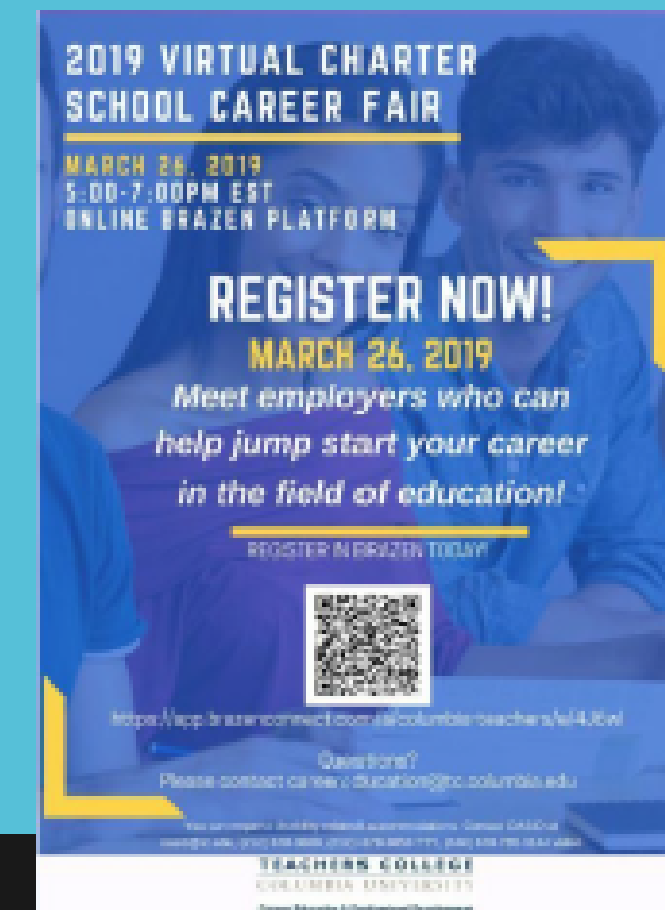
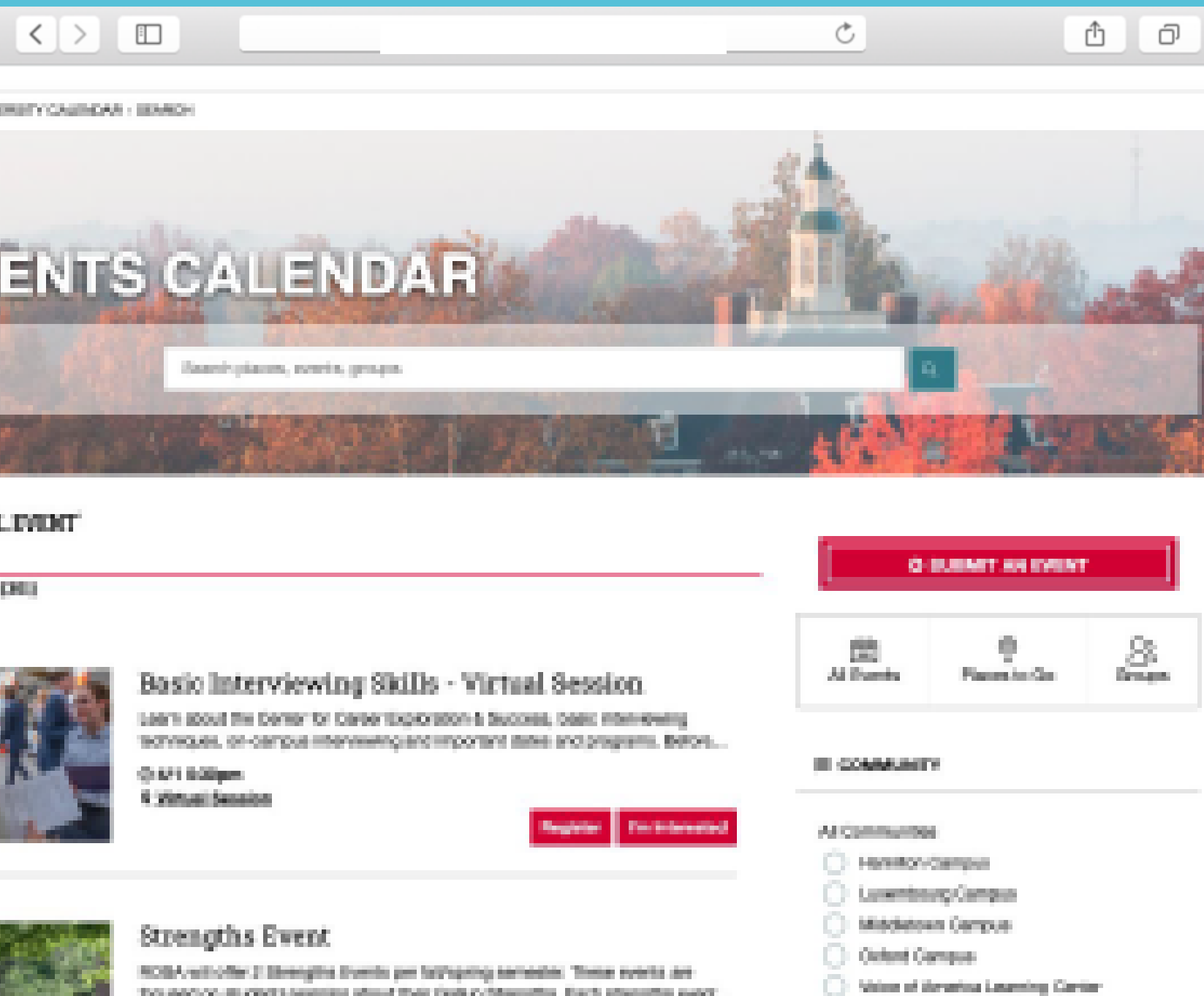
Call to Action

Call to action with prominent placement (centered & brightly colored) using action language such as "Important Reminder: Virtual Chat @ 2pm!" or "Don't miss out! Save your spot today."



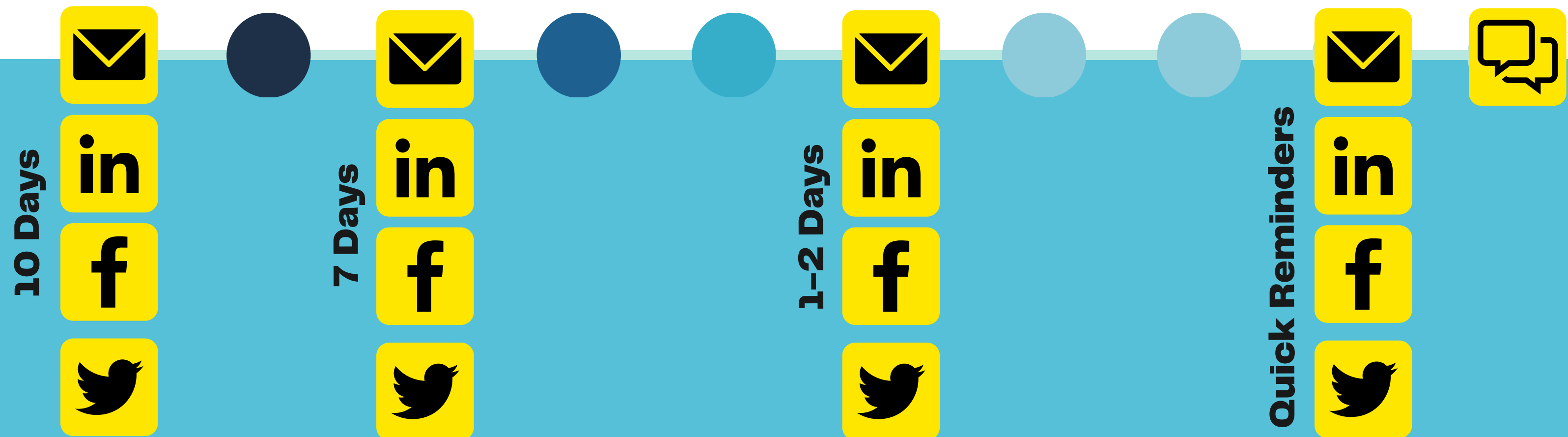
Website Marketing

Use a combination of pdf flyers, plugin event advertisement, blog posts, website pop-ups, and your event calendar to market your virtual events.



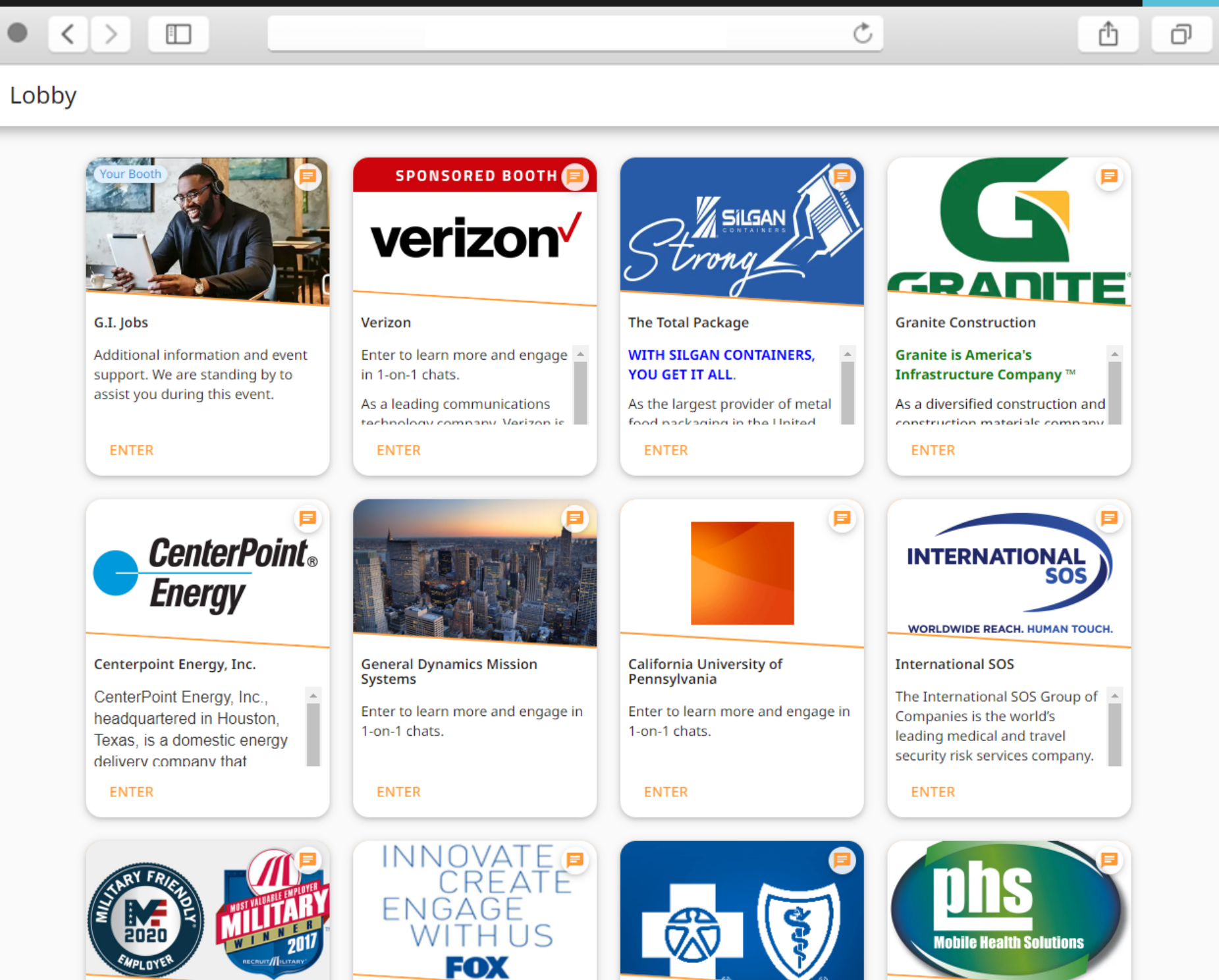
Virtual Career Expo Marketing Timeline

- Social Media posts – send a “Save the date” initially
 - Post to social media ~7 days and 1-2 days prior
- Emails reach your audience directly and can be sent closer to the event date.
- Your email campaign cadence:
 - 3 emails: 6-7 days, 1-2 days, 10 minutes before your event



Tips & Tricks

- ★ No need to change the email design and copy when sending multiple messages. Simply update the subject line for each send!
- ★ You can usually repurpose the same copy and images on every social media channel.
- ★ As you send emails closer to the event use terms like “Last chance”, “Don’t miss out”, “Only 1 day left” in the subject line to create urgency to open and to register.
- ★ Forgot to send your email campaigns in advance? All’s not lost! Last minute emails even 1 – 2 days prior have shown to be effective at driving registrants.
- ★ Didn’t have the attendance rate you were hoping for? No problem! Send a quick email to those who registered but didn’t attend and connect with them post-event.
- ★ Send one last email blast minutes before your event to give one last push. Try using a subject line like: Virtual Event at 1pm!



Sponsorship Opportunities

Showcase Your Company's Commitment to Hiring the Military Community



Featured Employer

Secure your place as a Featured Employer and get top booth placement.



Better Booth Traffic

Featured Employers and top booth placement draws candidates' attention first to help drive booth traffic.



VIP Package

Featured Employer benefits are included with the VIP package, and have limited availability.

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Co-Branding

Put your brand at the front and center of the military community.



Your brand will be featured alongside the G.I. Jobs® and Military Spouse® brands to help your company build brand awareness within the military community.

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G.I. JOBS® VIRTUAL CAREER EXPO

FOR VETERANS

& Military Spouses

Talk to recruiters and GET HIRED.

**OCTOBER 21, 2020
12-4PM EST**



REGISTER TODAY!



GENERAL DYNAMICS
Mission Systems



CAL U



GRANITE

Early-Bird & Frequency Bonuses

G.I. JOBS® + **MILITARYSPOUSE®**
YOUR GUIDE TO CIVILIAN SUCCESS®

With Early-Bird and Frequency bonuses, we will feature your employer brand in upcoming print and digital publications of G.I. Jobs & Military Spouse Magazines.

*Early bird discount, at least 45 days in advance, free listing online and in print promotions for the event for all upcoming events you're exhibiting in.
Screen reader support enabled.

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G.I. JOBS®
VIRTUAL CAREER EXPO

FOR VETERANS

& Military Spouses

EARLY BIRD EXHIBITOR REGISTRATION

COMPANIES:
SEE YOUR
LOGO HERE

VIQTORY.COM/GIJOBS-VIRTUAL-JOB-FAIRS

1-ON-1 CHATS ■ TALK DIRECTLY WITH RECRUITERS

MARK YOUR CALENDARS
JANUARY 13, 2021 ■ 12-4PM EST

REGISTER TO ATTEND!

MILITARYSPOUSE.COM/GIJOBS-VIRTUAL-CAREER-EXPO

G.I. JOBS®
YOUR GUIDE TO CIVILIAN SUCCESS®



Welcome Video

Introduce your company to every single person that enters the event.

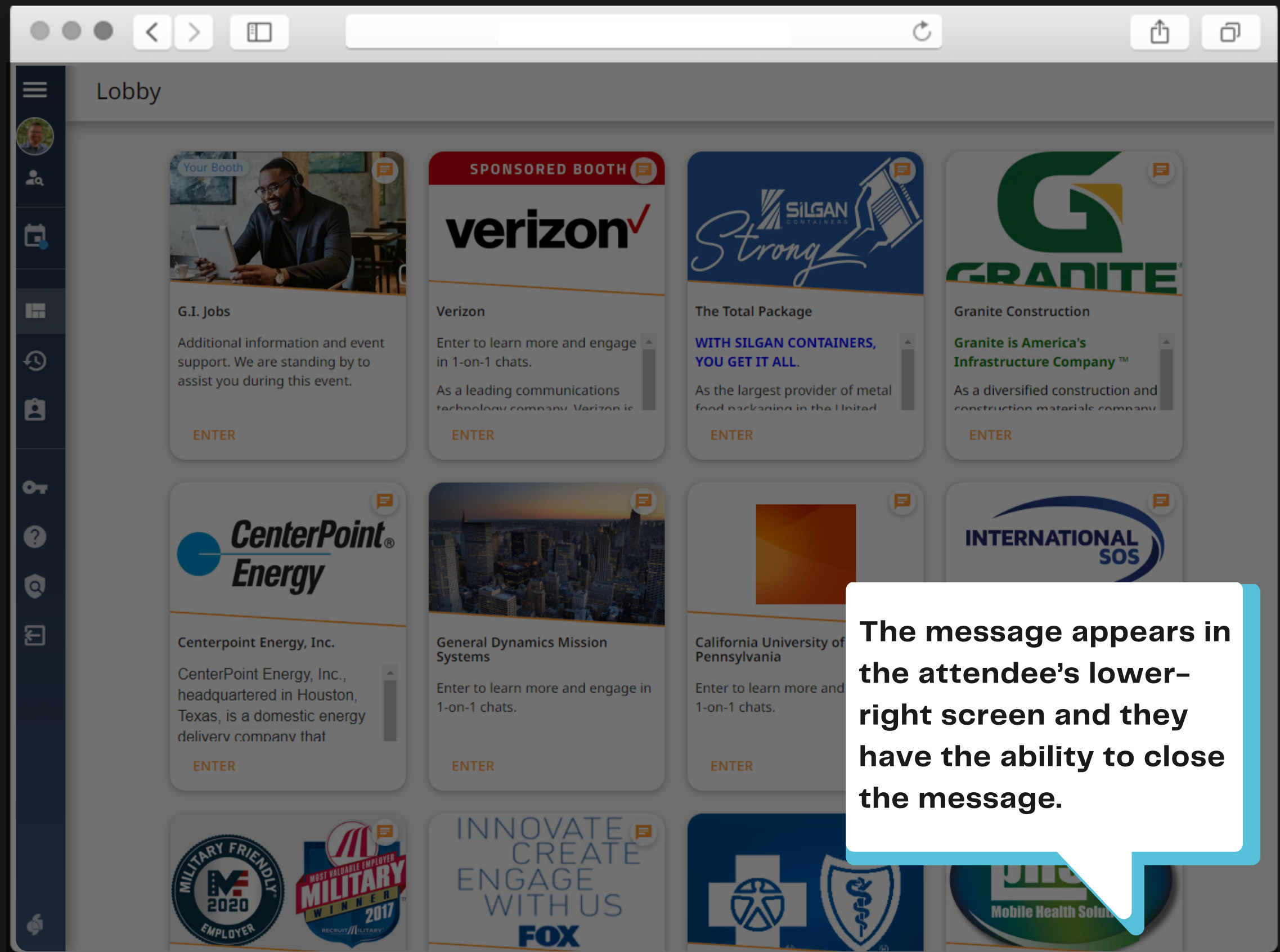
Your video can play upon every candidate's entrance into the live event as a Welcome Video*. The welcome video is only available in the VIP booth package. The G.I. Jobs Virtual Career Expo Welcome Video will broadcast to every candidate upon entry, driving high brand awareness and traction to your booth.

*Limited to 1 VIP Welcome Video available per event.

Event Broadcast Messages

Featured Employers have the opportunity to promote their booth and open positions via broadcast messages sent to all attendees.

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It's Easy To Get Started

Reserve Your Company's Booth

Reserve your company's booth in the next G.I. Jobs Virtual Career Expo

[SIGN UP](#)

Booth Setup is Quick and Easy

We've developed an easy to follow along DIY onboarding process.

[ONBOARDING](#)

See the Virtual Career Expo Guide

See the quick start guide we created to help candidates prepare.

[QUICK START](#)

G.I. Jobs Virtual Career Expo Stats

See the stats from a couple of our previous Virtual Career Expos.

[STATISTICS](#)

Celebrating 20 Years in Business

Engage with the highest quality talent from the military community.

[SIGN UP](#)

Looking to Hire Veterans or Military Spouses?

We use intelligent technology to target your ideal candidates.

[LEARN MORE](#)

Finding Candidates Is Easy. Finding The Right Candidate Isn't.

Leveraging VIQTORY's marketing solutions, the G.I. Jobs® Virtual Career Expo draws military and veteran talent from every branch of service, which allows organizations to effectively recruit top-quality candidates for their open positions.

Your organization will have the opportunity to identify and engage high-quality talent for your open positions.

Reserve your organization's G.I. Jobs® Virtual Career Expo booth today. Spaces are limited.

[**SIGN UP**](#)

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G.I. JOBS®
VIRTUAL
CAREER
EXPO

FOR VETERANS

& Military Spouses

FIND THE POSITION YOU WANT

This online chat will **connect you directly**
with organizations from the comfort of
your home, office, smartphone or tablet.