

## Virtual Hiring Fair Prep Tips

One of the many benefits from MOAA are the various newsletters, emails, and LinkedIn postings. I encourage y'all to take advantage of these. Brian Anderson, COL USAF (Retired), Director of Career Transition and Member Services posted some great tips for prepping for virtual hiring fairs.

If you are not the greatest techie (and I'm speaking from experience) and have attended this kind of fair, it can be intimidating. I'll be quite honest. This pandemic has been a major challenge for me – tech wise. Have I been stretched past my comfort zone! Challenging to say the least. The tips that Brian provided hit home as I read them. I hope you find them as enlightening.

1. **Register Now!** Don't hesitate about registering for these fairs. They are posted through moaa.org and through other of your connected resources.
2. **Research the Companies.** This is the same advice that I give when prepping for any hiring fair. You need to review the list of participating employers prior to the event. Identify those that interest you. Check out the jobs posted on the website. Prep questions to ask the recruiter when you are at the fair booth.
3. **Review the Vacancy Announcements on the MOAA's Job Board.** This is the job board available on the [www.moaa.org](http://www.moaa.org) website. It's a veteran focused job board in partnership with Indeed.
4. **Leverage Your LinkedIn Profile.** As an HR, once I had identified a candidate of interest for a job opening, my next step was to google and search the LinkedIn profile. I consider this the resume on steroids. Lots of information to gain better insight into the applicant.
5. **Update Your Resume.** This is your marketing tool that is targeted to the job. This is how you brand yourself. Make it powerful to the job, the industry and to the company. Check out previous articles on resumes.
6. **Have a Professional Biography Ready.** Brian calls this your opportunity to "create a softer introduction" to a potential employer. This is extremely helpful if you are interested in the company but are unsure or open to any specific job. It's call relationship building. Once you establish this, you can then target a resume to a specific job.
7. **Check Your Tech.** Download any software needed to access the job fair. Make sure everything is operational. You don't want to be left out of the opportunity by some technical disconnect.
8. **Select the Proper Attire.** There are videos, etc. posted on the MOAA website and through other sources that help you understand how to best visually present yourself. A word to the wise – presentation is everything.

9. **Prep Your Elevator Pitch.** Just because this is a virtual event, doesn't mean that this pitch is not important. Make the most of the opportunity to introduce yourself with clarity in the first 30 seconds.
10. **Remember to Smile.** This is part of your attire. Your facial expressions, especially your smile, show your personality and your interest. Don't blow it with a grumpy face.

It's up to you to take advantage of every opportunity. These virtual events have grown in number and popularity since the advent of the pandemic last year. They are here to stay. Take advantage of every opportunity. Best of luck.

### ***Kitty***

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