

1. Register:

greaterlincscareersfair.co.uk/register

Use **Google Chrome** for best results.

You don't need to re-register for every fair, but you will need to opt-in to the fairs you want to attend.

2. Organisation information Who you are

Enter organisation name, logo, summary

Ensure logo is a **JPEG** file in **high resolution**.

Make your summary **short, sweet, and welcoming**.

3. Promote your organisation

What does your organisation do?
What's good about working there?
What vacancies do you have?
Encourage interaction - e.g. "ask for a video call with us"

Consider **incentives** to boost engagement with your stand.

What about a **competition** or treasure hunt style task to engage the audience?

4. Identify your organisation type

Tick ALL that apply

"I am an employer" - all organisations should consider this.

"I offer free support..." - be aware you may receive requests for general careers information and advice if you tick this.

5. Images and PDF uploads

Upload up to 10 images and 3 PDFs

Simply drag and drop

Ensure images are **high quality**.

Consider uploading photos of **colleagues** in the workplace.

Perhaps include one of the staff 'manning' the virtual stand. This puts a **friendly face** to the organisation.

6. Contact details
email, phone number, contact
address



Ensure vacancy web-pages are
up to date.

Enquiries will be sent to the
email address you include here.

7. Video upload
YouTube or Vimeo recommended
Use public mode



Boost engagement by uploading a
welcome video from the person
manning the stand. This **brings the
fair to life** and helps visitors feel
like there is a real person sitting
'behind the stand'.

If you need help with this contact
jobsfair@lincolnshire.gov.uk

Before the fair

- Check the content of your stand. Remember, all content needs to be approved and published to the site before the day of the event.
- Allocate staff to 'man the stand' on the day - answering questions and chatting to visitors. Consider how you will manage the stand on the day.
- Promote the fair using the marketing tool kit provided, via social media and other communication channels. Email jobsfair@lincolnshire.gov.uk for support with this.

On the Day - Managing Your Stand

Dos

- Use **GOOGLE CHROME** or **SAFARI**.
- Log in to your stand:
www.greaterlincscareersfair.co.uk/login
If you are redirected to the home page, scroll down to the bottom of the page to 'exhibitor login'.
- Refresh your page to see the message centre appear when the event goes live.
- Toggle to 'online' so visitors know you are available to chat.
- Look out for message notifications - the browser tab will flash when you get a message.

Don'ts

- Use Internet Explorer or older browsing programmes.
- Edit your content during the live fair *until it has been approved it will disappear from the live site.*
- Forget to ask for an email address from your visitors if you engage in chat or video message.
- Forget to take a few minutes to browse the content on the main stage
- Panic if you get stuck - email jobsfair@lincolnshire.gov.uk. The inbox will be monitored closely.

Good Luck!

Thank you for supporting the Greater Lincolnshire Online Jobs and Careers Fair series. Without your participation it would not be possible to help people and businesses come together.

One final ask... can you support our video content for the Main Stage area? Please email jobsfair@lincolnshire.gov.uk to find out more.