

# Michigan Virtual Career Fair (VCF)

## Exhibitor Guide



# Computer Checks

It is essential that you run the following Computer Checks *WELL IN ADVANCE* of the live event day to ensure that your computer is set up properly to perform successfully in the environment. Please consider the schedule and availability of your IT team should you require their assistance in adjusting firewalls, upgrading programming, etc. so please involve them early on.

## Port Communications Test:

<https://vts.inxpo.com/scripts/Server.nxp?LASCmd=AI:4;O:PortChecker.htm>

The port communications test determines which ports the Flash player is able to connect through on your network, and which ports, if any, are being blocked. Ports relate to firewalls, and will determine your ability to participate in group and private chats. There are 3 ports that will be checked: *port RTMP:1935 is the ideal connection; ports RTMP:80 and RTMPT:80 will allow you into the environment, but they may produce undesirable results, such as slow connectivity, stalled chats and dropped connections. **Ideal and recommended test results should show that all 3 ports are open.***

## System Check:

<https://vts.inxpo.com/scripts/Server.nxp?LASCmd=AI:4;F:APIUTILS!10&>

The system check contains a series of tests on your computer and network that includes the following: JavaScript Enabled, Flash Plug-In, Internet Browser Version, Screen Resolution, Pop-Up Blockers and Port Connectivity. These tests will determine your computer's compatibility with the requirements necessary to enter the virtual environment.

## Troubleshooting:

[https://presentations.inxpo.com/SharedContent/HTML/Chat\\_Troubleshooting/Chat\\_Troubleshooting.htm](https://presentations.inxpo.com/SharedContent/HTML/Chat_Troubleshooting/Chat_Troubleshooting.htm)

If you are experiencing problems passing the chat communications or system checks, it may be due to the configuration of your company's network. Certain firewall configurations can prevent the communication features from functioning properly. This Troubleshooting document will help in diagnosing common connection problems.

## Technical Requirements:

<https://presentations.inxpo.com/SharedContent/HTML/TechnicalRequirements/TechnicalRequirements.html>

The technical requirements page provides details on which Internet browsers and Flash players are compatible with the virtual environment. It also provides links to update your browser and Flash player if needed.

# Login Page

## Michigan Virtual Career Fair

Login ID

Password

Enter

[Forgot Password?](#)

If you receive an "Already Logged In" message, wait 1 minute before re-entering.

[Terms Of Use](#) | [Privacy Policy](#)

## Social Media



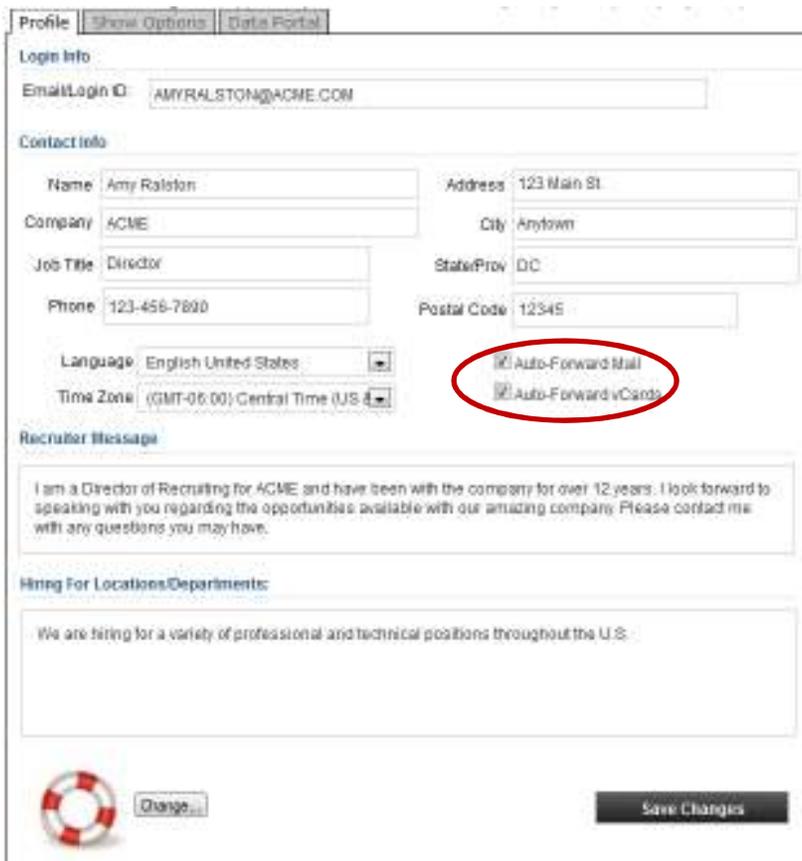
## Downloads

 [Attendee Guide \(PDF\)](#)

 [Sponsor Guide \(PDF\)](#)

# Virtual Profile – Profile Tab

The first time you log into the VCF, we recommend that you update your profile completely and accurately in order to effectively network with candidates, sponsors and other exhibitors. It will also make it easier for candidates to find you in the VCF. You can access your profile by clicking on 'Profile' in the top toolbar.



Profile | Show Options | Data Portal

Login Info  
Email/Login ID: AMYRALSTON@ACME.COM

Contact Info  
Name: Amy Ralston | Address: 123 Main St  
Company: ACME | City: Anytown  
Job Title: Director | State/Prov: DC  
Phone: 123-456-7890 | Postal Code: 12345  
Language: English United States  
Time Zone: (GMT-06:00) Central Time (US & Canada)

Auto-Forward Mail  
 Auto-Forward vCards

Recruiter Message  
I am a Director of Recruiting for ACME and have been with the company for over 12 years. I look forward to speaking with you regarding the opportunities available with our amazing company. Please contact me with any questions you may have.

Hiring For Locations/Departments:  
We are hiring for a variety of professional and technical positions throughout the U.S.

Change... Save Changes

The Profile Tab will include your contact information as well as image to represent yourself during the VCF. You may select from a list of stock images, or upload your own photo. This is also where you can adjust your chat status settings, font and color choices, or set an away message.

You have an option to have your in-show emails and vCards forwarded to your personal email by selecting the checkboxes.

***If you need to edit any of the information in the Profile Tab, simply type in the appropriate box and click 'Save Changes' when finished.***



Chat Settings

Font - This will be used for private and group chats  
Face: Arial | Bold | Italic | Underline  
Size: Normal | Change color...  
Sample: [Text Box]

CHAT STATUS  
 Normal  
 Busy  
 Away  
 Do not disturb

Away Message: [Text Box]

Save Changes

# VCF Home Page

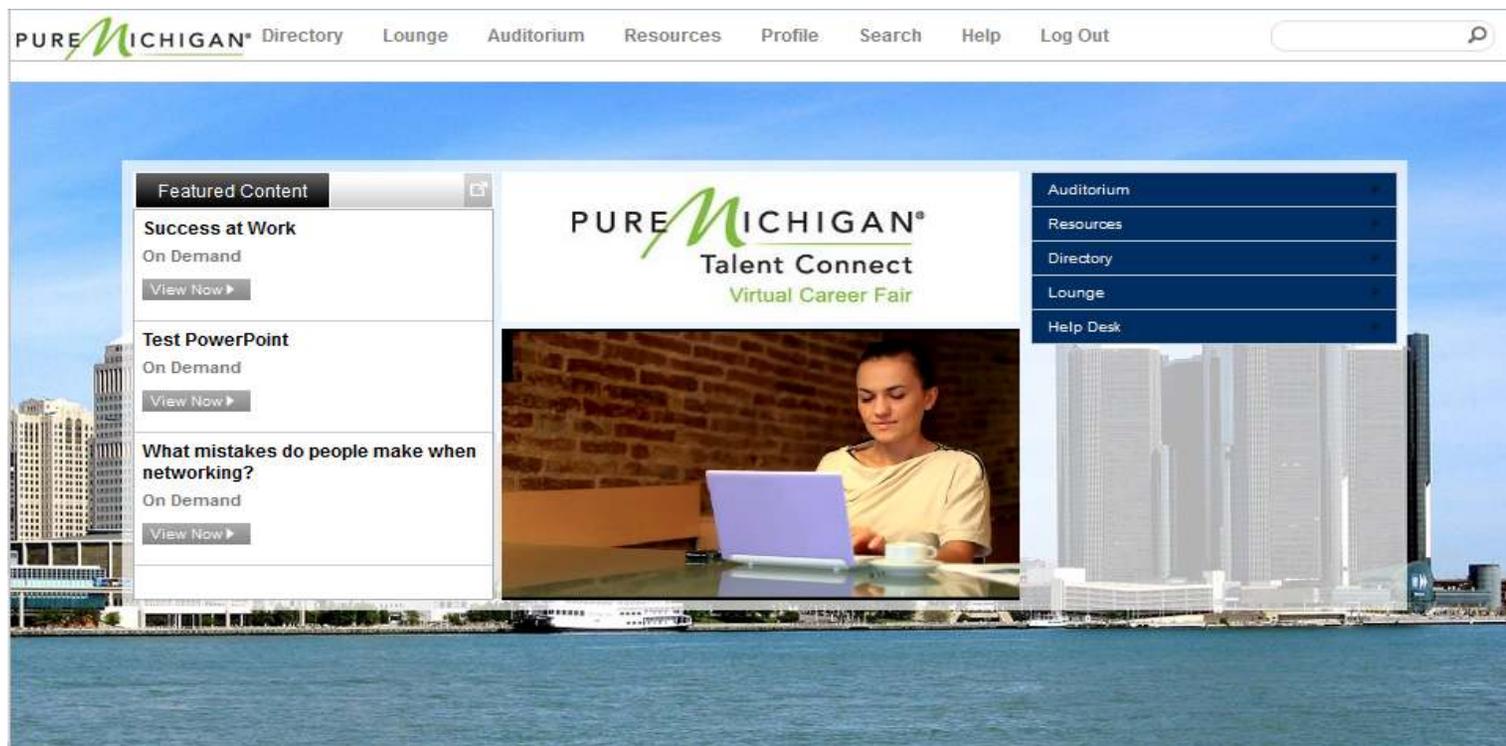
After logging into the VCF (and completing your Virtual Profile, if necessary), you will be taken to the VCF home page. From the VCF home page, you can visit the main areas of the VCF.

**Directory:** Visit and interact with candidates in your booth.

**Lounge:** Network with candidates, sponsors & other exhibitors via group chat.

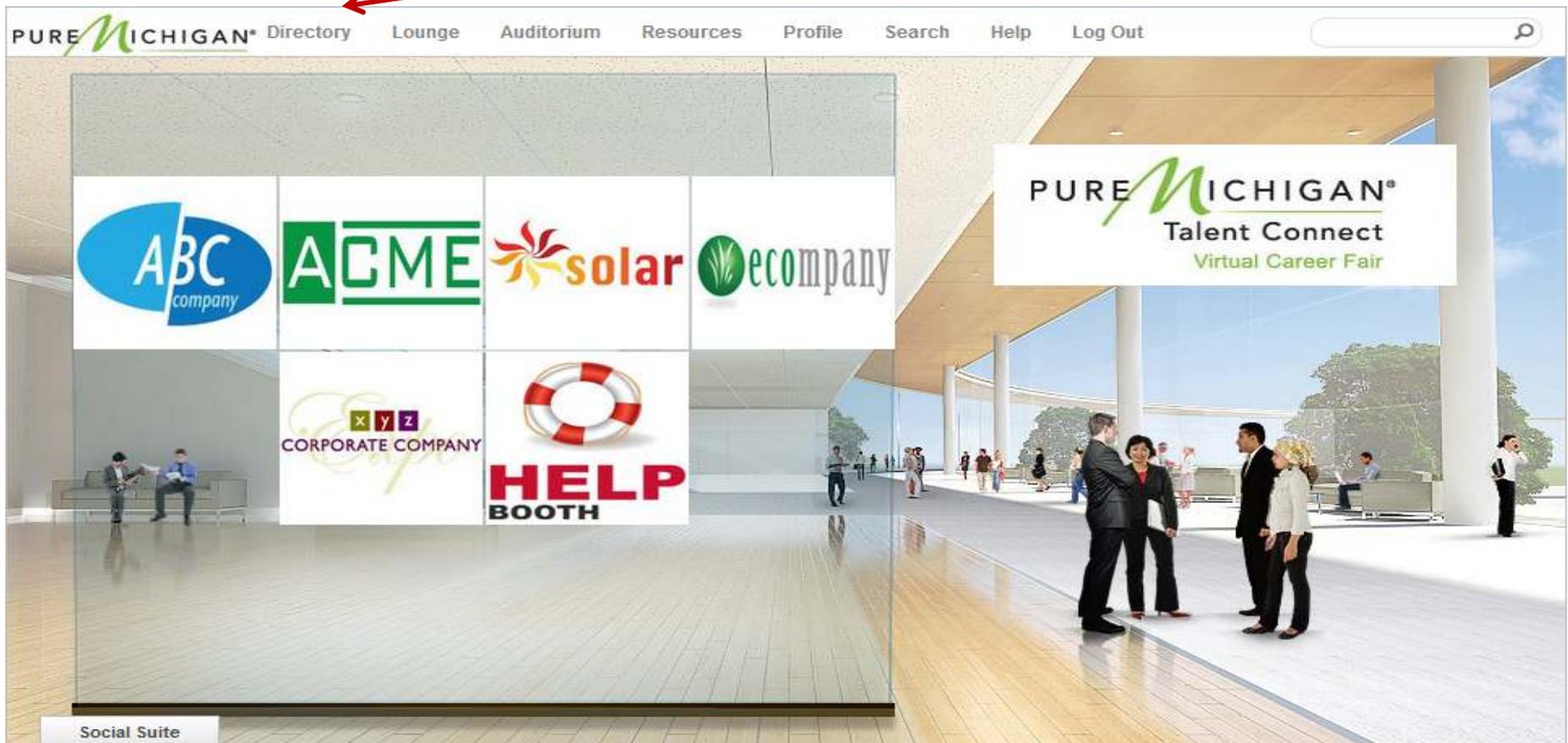
**Auditorium:** View webcasts and presentations.

**Resources:** Review career and industry-related information.



# Directory

By clicking on 'Directory' on the VCF home page, you will be taken to the event Directory. From here you will find logos for the various exhibitors. Click on your company's logo to be taken to your booth. Any time you would like to go back to the Directory, click on 'Directory' in the top toolbar.



# Exhibitor Booths

While building your booth, there are many items you may upload for candidates to view, including documents, links, videos, and job postings. This will be done through the Booth Builder tool prior to the opening of the VCF.

We recommend exhibitor booths be staffed with a minimum of 3 to 6 recruiters on the live event day. This way, 1 or 2 can manage the group chat, 1 or 2 can handle private chats, and 1 or 2 can perform resume searches and network in the lounge to help drive traffic to your booth.

The screenshot displays a web-based exhibitor booth for 'ACME' on the 'PURE MICHIGAN' Directory. The interface includes a top navigation bar with links for 'Lounge', 'Auditorium', 'Resources', 'Profile', 'Search', 'Help', and 'Log Out'. A search bar is located on the right. The main content area features a large 'ACME' logo on the left, a central video player showing a man in a white shirt holding a newspaper, and a text box on the right with a welcome message: 'Thank you for visiting the ACME Booth. We hope you have the opportunity to take an extensive look at our company and what we can offer you. We look forward to working with you.' Above the video, a green banner reads '...SPEAK TO A LIVE! RECRUITER...WE LOOK FORWARD TO OUR CHAT!' and a rating section shows '0.0 (0)' with a 'Be the first to write a comment' link. A sidebar on the left contains a 'Welcome' section and a list of links: 'ACME Chat', 'Job Postings', 'Website', 'Benefits', and 'Location/ Contact Us'. At the bottom, a chat area shows 'STAFF (2) | GUESTS (0)' and 'No Users'. The footer includes navigation icons and the text 'Powered by INXPO'.

# Exhibitor Booths – cont'd

When a candidate enters your booth, they will appear in the 'Guests' tab. To view a candidate's profile and resume, click on his or her name/image.

Candidates will likely begin communicating with booth staff via the group chat. If you want to have a private chat, click on the candidate's name/image to view his or her virtual profile and click 'Start Chat' to request a private chat. Note: A yellow box around a candidate's image means he or she is available. A red box means he or she is currently engaged in a private chat; however, individuals are able to participate in multiple private chats simultaneously.

The screenshot displays a virtual booth interface. On the left is a navigation menu with items: Welcome, ACME Chat, Job Postings, Website, Benefits, and Location/ Contact Us. The main area shows a 'WELCOME TO THE ACME BOOTH' header and a large map of the booth floor. Below the map, there are two tabs: 'STAFF (2)' and 'GUESTS (1)'. The 'GUESTS' tab is active, showing a profile for 'Test Job Seeker' with a blue profile picture. A red arrow points from the text above to this profile picture. To the right of the booth view is a detailed profile for 'Test Job Seeker'. The profile includes a name field, a company field ('ABC Company'), and a bio: 'I am a Manager with 5+ years of experience and am looking to expand my career.' Below the bio is a message field containing the text 'I look forward to networking with you!'. On the right side of the profile, there are four action buttons: 'Send mail', 'Start chat', 'Send vCard', and 'Add as conne'. A red arrow points from the text above to the 'Start chat' button. At the bottom of the booth interface, there are icons for home, mail, a briefcase, and information, along with the text 'Powered by INXPO'.

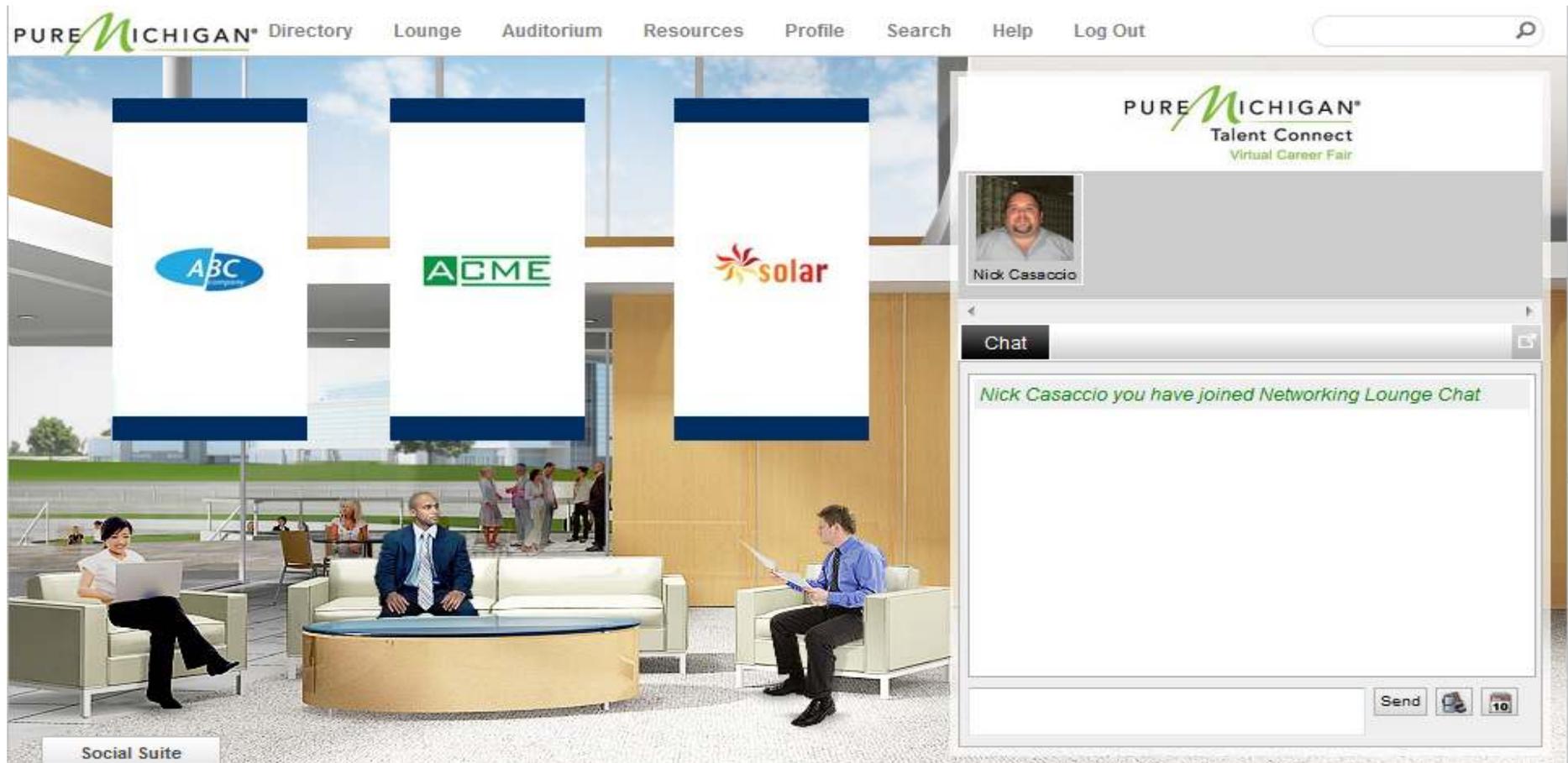
# Auditorium

The auditorium features a variety of on-demand and/or live presentations that will be scheduled throughout the VCF. It may also have a group chat box for attendees to engage in conversations related to the presentations. Scroll through the list of presentations and click on a presentation's title to view detailed information about the speaker and the presentation. Next, click the 'View Now' button to launch the presentation in a new window. Note: You will be able to view archived presentations in the auditorium after their initial live broadcast.

The screenshot displays the PURE MICHIGAN Auditorium interface. At the top, there is a navigation bar with links for Directory, Lounge, Auditorium, Resources, Profile, Search, Help, and Log Out. A search bar is located on the right. The main content area is titled "Welcome to the Theater" and includes a "Time display" option set to "default - Central Standard Time". The presentation "Success at Work" is featured, marked as "On Demand". A red arrow points to the "View Now" button. Below the button, there is a rating of 0.0 (0) and a prompt to "Be the first to write a comment". The abstract text reads: "[ABSTRACT] Derek will talk about how he has had success at Shaker. He is currently the Vice President of Financial Services at Shaker Advertising and he will go into his hints and tips for success." The speaker's bio for Derek Briggs states: "[SPEAKER BIO] Derek is interested in playing golf, softball, and reading. He went to Fenwick H.S., in Oak Park, IL and the University of Illinois, Urbana-Champaign. He has two children named Sadie and Ethan." The interface also includes a footer with navigation icons, the text "Powered by INXPO", and a promotional message: "Stop by the Networking Lounge and chat with colleagues!".

# Lounge

The lounge is a great place to network with candidates, sponsors and other exhibitors. This is also where you can use social networking platforms (Twitter, Facebook, and LinkedIn) to tell others about the VCF or share comments. The lounge features a group chat where visitors can network or simply chat while taking a break.



# Resource Center

The resource center will house career and employment information as well as documents providing insight into the event host's industry of operation. Click on the subject categories on the left to sort through the available documents and links.

The screenshot displays the 'PURE MICHIGAN' Directory website's Resource Center. The top navigation bar includes links for 'Directory', 'Lounge', 'Auditorium', 'Resources', 'Profile', 'Search', 'Help', and 'Log Out'. A search bar is located on the right side of the navigation bar. The main content area is divided into a left sidebar and a central list of resources. The sidebar contains a 'Home' button, a 'Filter' section with 'Resume Tips' (sub-categorized into 'General', 'Brochures', and 'Literature') and 'Interviewing', and a 'Sort By' dropdown menu set to 'Newly Added'. The central list features six resource entries, each with an 'HTML' icon, a title, a date of '11/20/2013', an author name, and 'View' and 'Save' buttons. The entries are: 1. 'Make Your Resume Sell Yourself' by Acme Corporation; 2. 'Resumes Must Grab Attention' by Acme Corporation; 3. 'Resumes Must Grab Attention' by Ecompany; 4. 'You Got the Look: Crafting the Right Resume Appearance' by Ecompany; 5. 'KSAs and Functional Resumes' by XYZ Corporate; 6. 'Make Your Resume Sell Yourself' (no author listed). Each entry also includes a star rating system showing 0 out of 5 stars.

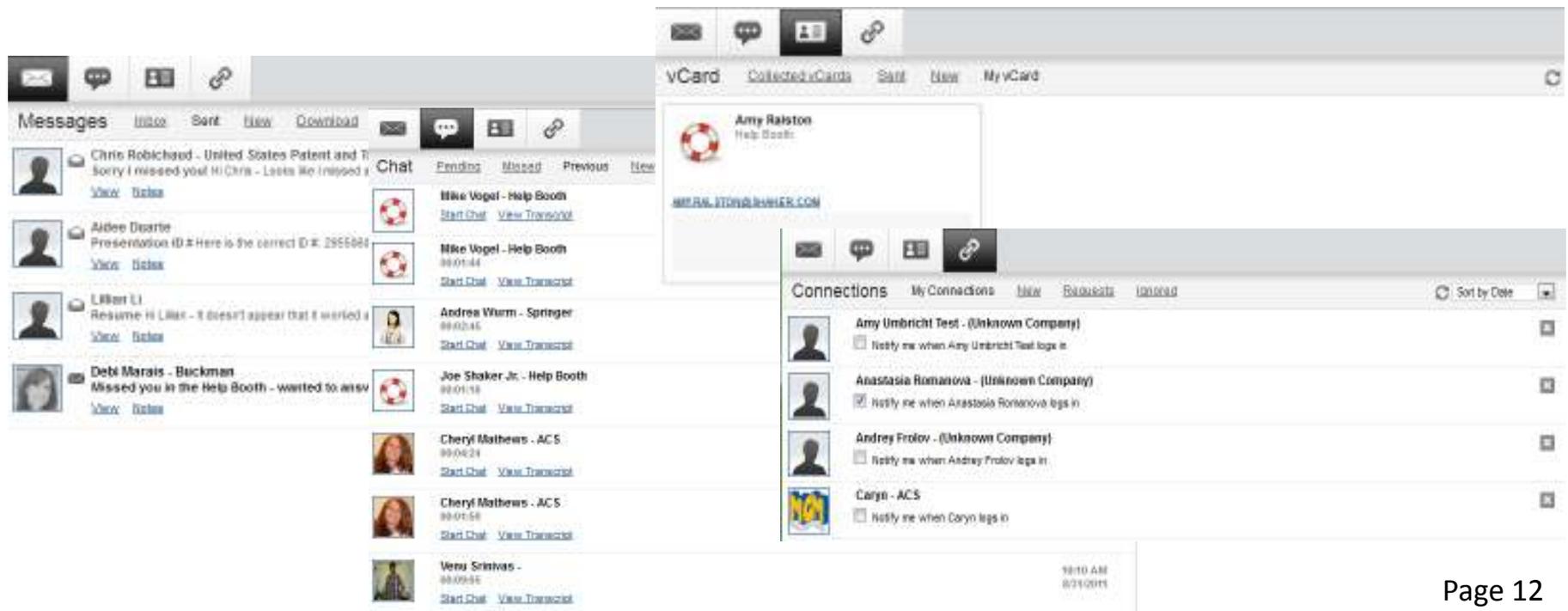
Title	Date	By	View	Save	Rating
Make Your Resume Sell Yourself	11/20/2013	Acme Corporation	View	Save	0 (0)
Resumes Must Grab Attention	11/20/2013	Acme Corporation	View	Save	0 (0)
Resumes Must Grab Attention	11/20/2013	Ecompany	View	Save	0 (0)
You Got the Look: Crafting the Right Resume Appearance	11/20/2013	Ecompany	View	Save	0 (0)
KSAs and Functional Resumes	11/20/2013	XYZ Corporate	View	Save	0 (0)
Make Your Resume Sell Yourself	11/20/2013		View	Save	0 (0)

# Communication Center

There are four types of communications within the VCF: group chats, private chats, in-event emails and vCard sharing. To review your previous points of communication, or to initiate communication with other VCF participants, click the envelope icon in the bottom toolbar. This will open your personal Communication Center.



Here you can view current, previous and missed chats as well as any emails and/or vCards you received. You can also add VCF registrants to your Connections List, so you can be notified when they log in.



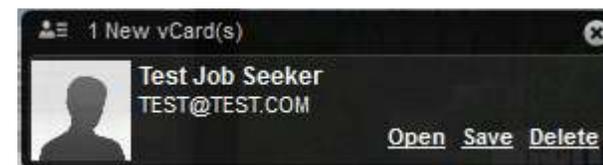
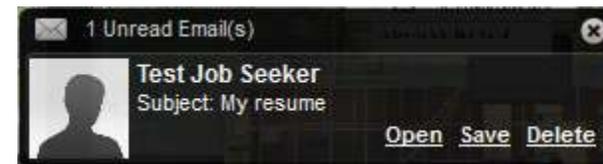
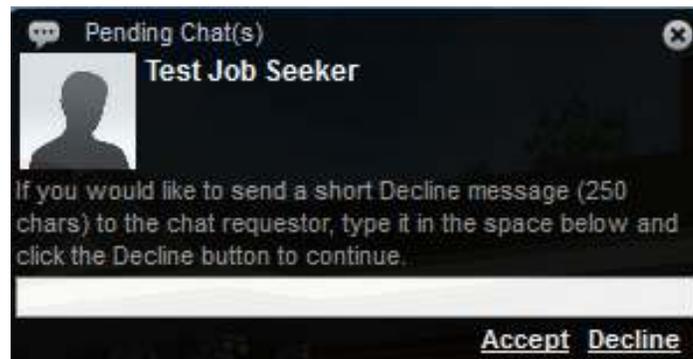
# Communication Notification

If you receive a private chat request, in-event email or vCard, you will be notified via a black communication window that appears in the top right corner of your screen. Note: The notifications will remain on your screen until you respond to them or close them out.

**Chat Request** – If you receive a chat request, you will be able to accept or decline the request. You may also send a short message to the chat requester when declining a chat.

**Email** – You have the option to open, save or delete any new unread emails.

**vCard** – The notification window will display the user's contact information. You have the option to open, save or delete the vCard.

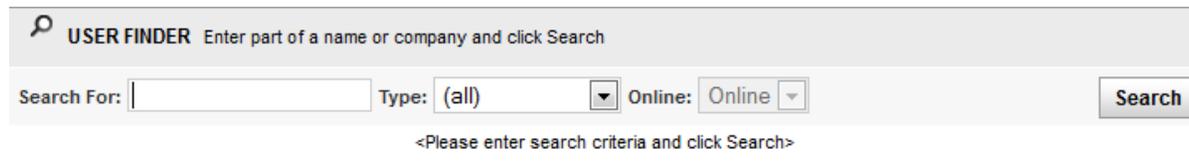


# Private Chat Invite

If you are involved in a private chat with a candidate, sponsor or other exhibitor, you can invite others to join in on your chat.

Click on the 'Invite' button in the chat box.

Find the person you want to invite by typing their name in the user finder.



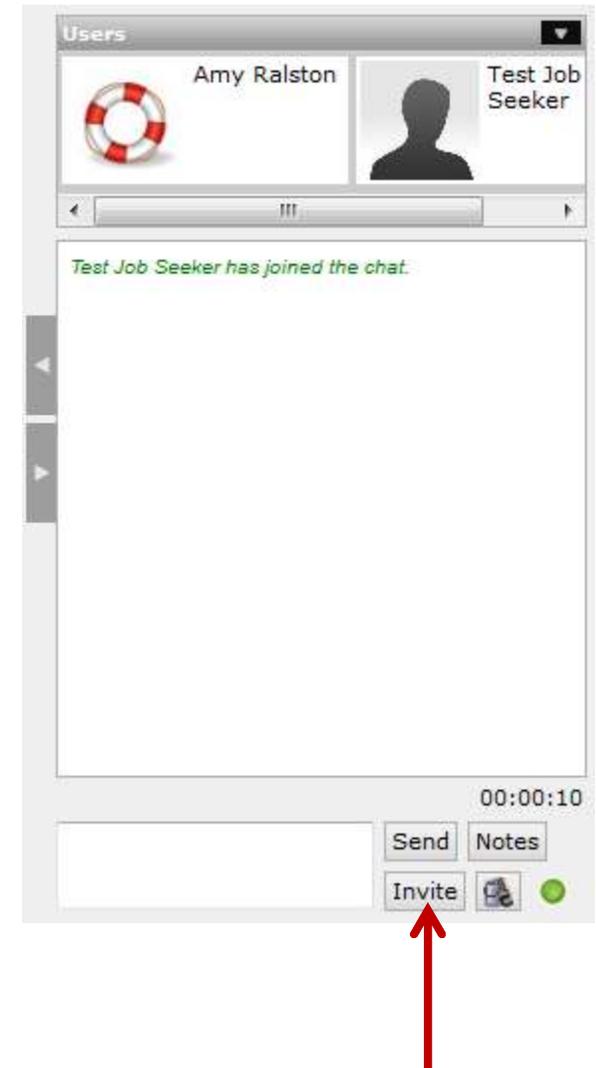
USER FINDER Enter part of a name or company and click Search

Search For:  Type: (all) Online: Online Search

<Please enter search criteria and click Search>

Click on the user's name to invite them into your discussion.

Once they accept, the user will be able to participate in your private chat. You can invite as many people as you wish into a private text chat. Note: there is a limit of 4 individuals to a private webcam chat.

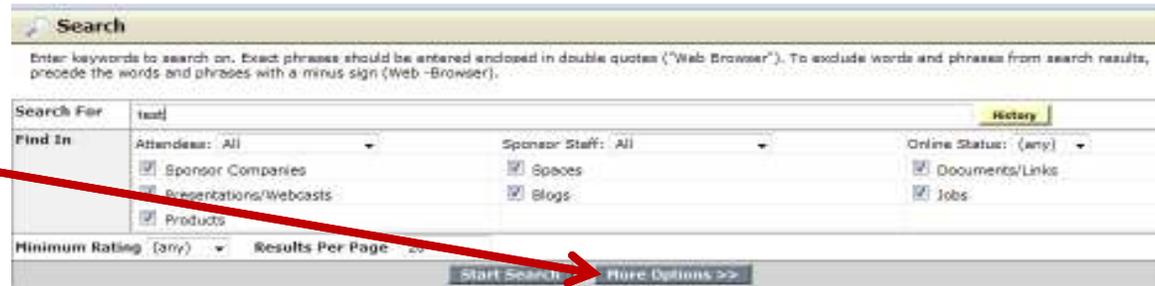


# Search

You can use the search feature to find candidates, booths, sponsors, documents and other exhibitors. To start, click on Search in the top toolbar.



A window will appear allowing you to specify your search options. Click on the 'More Options' button to further narrow your search.

The image shows a detailed search filter window titled 'Attendee Demographics'. At the top, there are 'Start Search' and '<< Less Options' buttons. A red arrow points to the 'Start Search' button. The form is divided into several sections with checkboxes for various criteria:

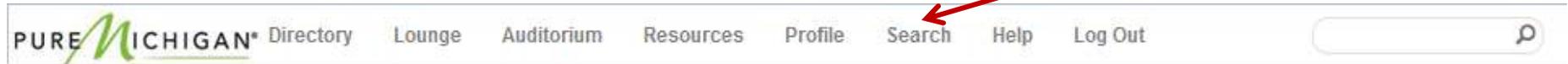
- Registration**
  - Prefix:  Or,  Nra,  Nr,  Na
- Education Completed**
  - Some College,  4 Year Degree,  Doctorate,  2 Year Degree,  Masters,  Post-doc
- Relocation**
  - Yes,  No
- Willingness to Travel**
  - I am not willing to travel,  Up to 25%,  Up to 50%,  100%,  Up to 75%
- Entry-level Positions**
  - Yes,  No
- Student**
  - Yes,  No
- Member Status**
  - Yes,  No
- Are you eligible to work in the U.S.?**
  - Yes,  No
- What is your career level**
  - N/A,  Student (High School!),  Student Entry Level (College),  Experienced (Non-Manager),  Manager (Manager/Supervisor of Staff),  Executive (SVP, VP, Department Head, etc),  Senior Executive (President, CFO, etc)
- Registration Virtual Attendee**
  - Highest Degree Received**
    - A.S./A.A.S. (Associate Degree),  B.S./B.A. (Baccalaureate Degree),  M.S.,  Ph.D.,  Still in school (degree not completed),  Other
  - Professional Discipline**
    - Aerospace/Transportation,  Agriculture & Food

From here, you can check the boxes that apply to your search request, and click 'Start Search'.

In your search results, a person with a blue icon next to their name indicates that he or she is currently online. When searching for booths, you are able to go directly to the desired booth by clicking on the booth name.

# Resume Search

You can also use the Search or Resume Search feature by clicking on that in the top toolbar. Sometimes this will appear as a drop-down selection underneath the heading 'Search' or something similar.



This will search resumes and other documents candidates may have uploaded into their profile. While this will not specifically search resume content, it will search Resume Title, Target Job Title and the other options candidates can indicate, such as Education, Experience and Career Level.

**Resume Search**

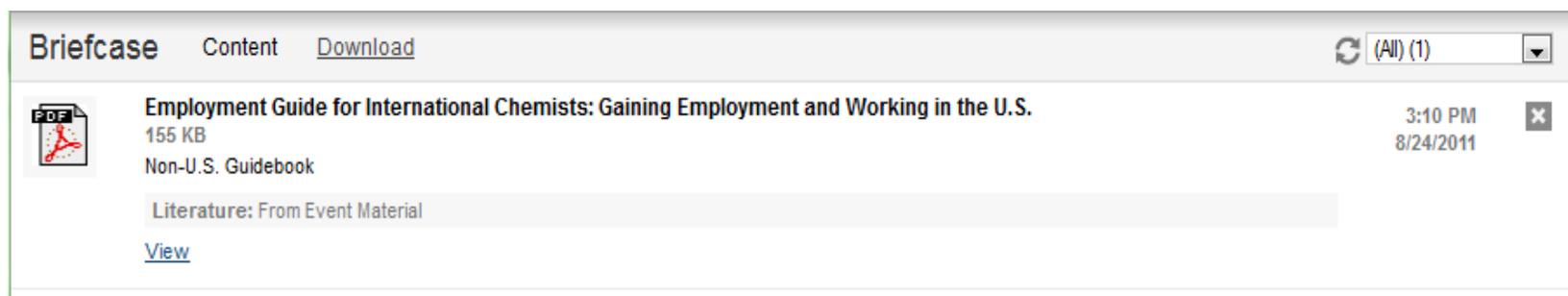
Keywords:

Search Results [Hide options](#)

Career Level <a href="#">All</a> <a href="#">None</a>	Experience <a href="#">All</a> <a href="#">None</a>	Education <a href="#">All</a> <a href="#">None</a>
<input checked="" type="checkbox"/> Not Specified	<input checked="" type="checkbox"/> Not Specified	<input checked="" type="checkbox"/> Not Specified
<input checked="" type="checkbox"/> Student (High School)	<input checked="" type="checkbox"/> Less than 1 Year	<input checked="" type="checkbox"/> Some High School Coursework
<input checked="" type="checkbox"/> Student Entry Level (College)	<input checked="" type="checkbox"/> 1+ to 2 Years	<input checked="" type="checkbox"/> High School or Equivalent
<input checked="" type="checkbox"/> Experienced (Non-Manager)	<input checked="" type="checkbox"/> 2+ to 5 Years	<input checked="" type="checkbox"/> Certification
<input checked="" type="checkbox"/> Manager (Manager/Supervisor of Staff)	<input checked="" type="checkbox"/> 5+ to 7 Years	<input checked="" type="checkbox"/> Vocational
<input checked="" type="checkbox"/> Executive (SVP, VP, Department Head, etc)	<input checked="" type="checkbox"/> 7+ to 10 Years	<input checked="" type="checkbox"/> Some College Coursework
<input checked="" type="checkbox"/> Senior Executive (President, CFO, etc)	<input checked="" type="checkbox"/> 10+ to 15 Years	<input checked="" type="checkbox"/> Associate Degree
	<input checked="" type="checkbox"/> More than 15 Years	<input checked="" type="checkbox"/> Bachelors Degree
		<input checked="" type="checkbox"/> Masters Degree
		<input checked="" type="checkbox"/> Doctorate

# Show Tote/Briefcase

The show tote is where all of the information you download from the VCF will be housed. When visiting other exhibitor booths and reviewing documents and links in the resource center, you will have the option to download and save this information to your show tote so that you can review it at another time. This information will also be available for you to attach to an in-event email.



You can access the show tote by clicking on the briefcase image in the bottom toolbar.



# Data Portal

All of your virtual career fair activity will be recorded and copied to your personal data portal. Track all booth visits, chats, emails, vCards, downloads, received applications and more in this area. Most of the information can also be downloaded or printed for your convenience. Access the Data Portal by clicking on 'Profile' in the top toolbar and then selecting the 'Data Portal' tab.

Profile | Show Options | Data Portal

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**My Activity**  
**Email**  
[Inbox](#)  
[Sent Items](#)  
**vCard**  
[Inbox](#)  
[Sent Items](#)  
**Chat**  
[Transcripts](#)  
[Missed Chats](#)  
  
[My Briefcase](#)  
[Spaces I Visited](#)

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**My Spaces**  
[Visitors](#)  
[Visitors \(combined\)](#)  
[Tab Visitors](#)  
[Document Users](#)  
[Staff Mail Activity](#)  
[Staff vCard Activity](#)  
[Resume Export](#)  
[My Booth Chat Activity](#)

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**Welcome, Amy Ralston**

**Overview**

As an enhanced feature to the platform, we now offer this portal to all participants. Users can view all the activity that occurred during the live presentation. Many of the reports can also be downloaded or printed for your convenience.

**Overall Event Reports:**

**My Activity Reports**

- **Email Activity:** Your [Email Inbox](#) contains all of the emails you received from other event-goers, and your [Sent Items](#) allows you to review the messages you sent to others.
- **vCard Activity:** You will find all of the vCards you received from other event-goers in your [vCard Inbox](#). You may also review the vCards you sent to others in the [Sent vCards](#) report.
- **Chat Transcripts:** All of the text from your private chat sessions is available for review. This includes chats which you initiated as well as chat sessions you were invited to join.
- **My Briefcase:** If you saved anything to your briefcase, you will be able to review and/or download these items here.

**Download Instructions:**

1. Choose a Format: CSV or XML
2. When the 'File Download' window appears click Save.
3. Save the file to a location on your computer.
4. Import file using your email software, as appropriate.

More information.  
[Microsoft Outlook](#)

# Best Practices

We recommend you follow these Best Practices while participating in the VCF to ensure that you, as well as the candidates, have a positive and productive experience. This can be a very rewarding experience for you and your company if you take the right approach and utilize the tools an environment like this provides for you. In order to make efficient use of the event and get the most out of it, we recommend you follow the Four P's:

## **Preparation:**

- Run the required Port Communications Test and Systems Check (listed on page 2 of this guide) ***well in advance*** of the live event date to ensure your computer and corporate firewalls are set up properly to ensure a smooth event. Get your IT team involved early on so they know what steps need to be taken and have time to make any necessary adjustments, such as opening ports and updating programming. These tests will determine if you're able to use the chat functions in the environment, so it's pertinent that you run these tests and take the steps required to pass all checks.
- When building out your booth be sure to load in plenty of pertinent, informative content for candidates to review, including documents, links, videos, images and job postings. Pick a style and colors that reflect your brand, have a link to your home page and careers site, upload benefits documents and employee testimonials, etc. This way you're ready when candidates enter your booth on the live day.
- In addition to the Sneak Preview (discussed below), exhibitors are given access to the environment one hour before the candidates. We recommend that you take this time to familiarize yourself with the ins and outs of your booth, tour the rest of the environment, and come up with a plan for your team to manage booth traffic. We recommend having a minimum of 3-6 staffers in your booth so that someone can monitor the group chat, another can manage the majority of private chats and another can network in the lounge and run resume searches to help drive traffic to your booth.

# Best Practices – cont'd

## **Practice:**

- Be sure to take part in the Sneak Preview (typically held one week prior to the live event). During this time you can practice using the group & private chat functions, perform resume searches and review your booth content. This will help you familiarize yourself with the environment and its functionality.
- Develop a list of expected questions and your responses. You'll see that many candidates will ask the same questions, so we recommend you create a document of these common questions and your responses so that you and your team can simply cut and paste them, instead of continually retyping them.

## **Patience:**

- This may be the first time you, your team members and the candidates attending the event are using this technology so bear with everyone as they adjust. Please keep in mind that candidates will be speaking to a variety of recruiters during the live event, so they may take a while to respond to your chat requests or emails. Understand that many candidates will ask for a job immediately upon entering your booth, so kindly direct them to the content and postings loaded in your booth and ask them to review that prior to speaking with recruiters.
- We typically see spikes in candidate attendance at the start of the event, halfway through the event, and closer to the end of the event. The busiest time always tends to be the very beginning of the event, so keep that in mind when determining staffer's schedules.

## **Proactive:**

- If you happen to have any downtime during an event, be sure to stay proactive in the environment. This includes utilizing the event & resume search functions so you can seek out the right candidate rather than wait for them to find you. We also recommend you visit the lounge to network with candidates and other recruiters and drive traffic back to your booth.

# VCF Support

If you have any questions before, during or after the VCF,  
please contact:

[mivirtualcareerfair@svesupport.com](mailto:mivirtualcareerfair@svesupport.com)

You'll also be able to find us in the Help Booth during the live VCF hours.  
Just click on the Info button in the bottom toolbar.

