

# TRADITIONAL

VERSUS

# VIRTUAL

Register & Select Tier on MLSoC Website

Receive Invoice & Pay

Receive Student Resume Book:  
Review, Reach Out to Students Prior,  
Invite Students to Come by Your Booth



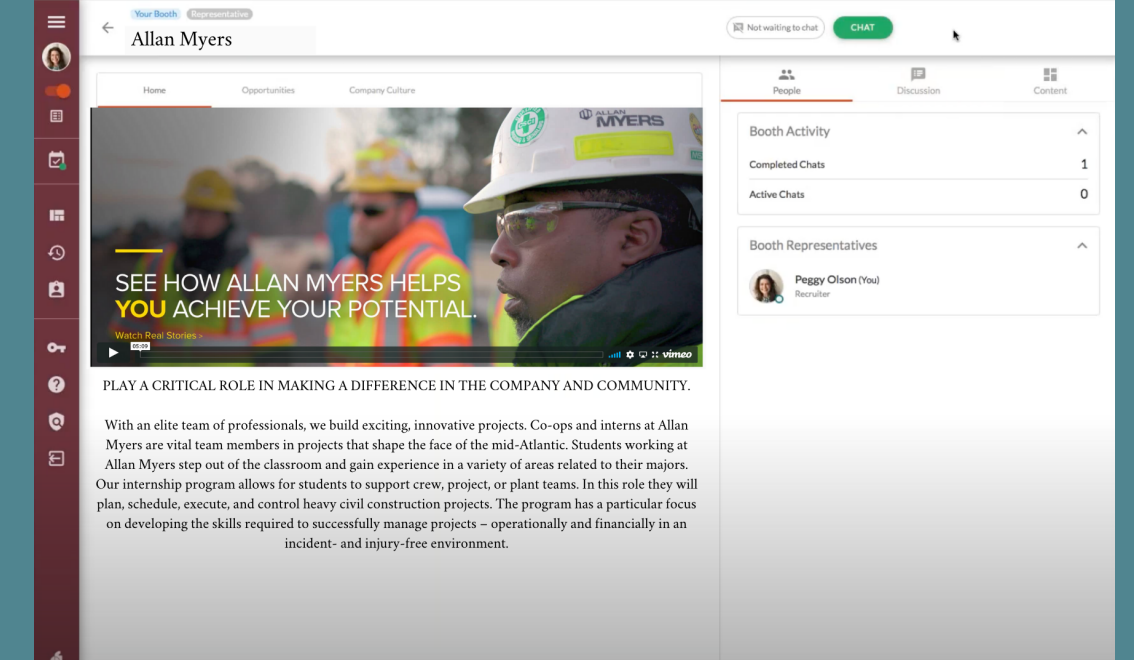
Arrive Day Of  
and Setup Booth

Register & Select Tier on MLSoC Website

Receive Invoice & Pay

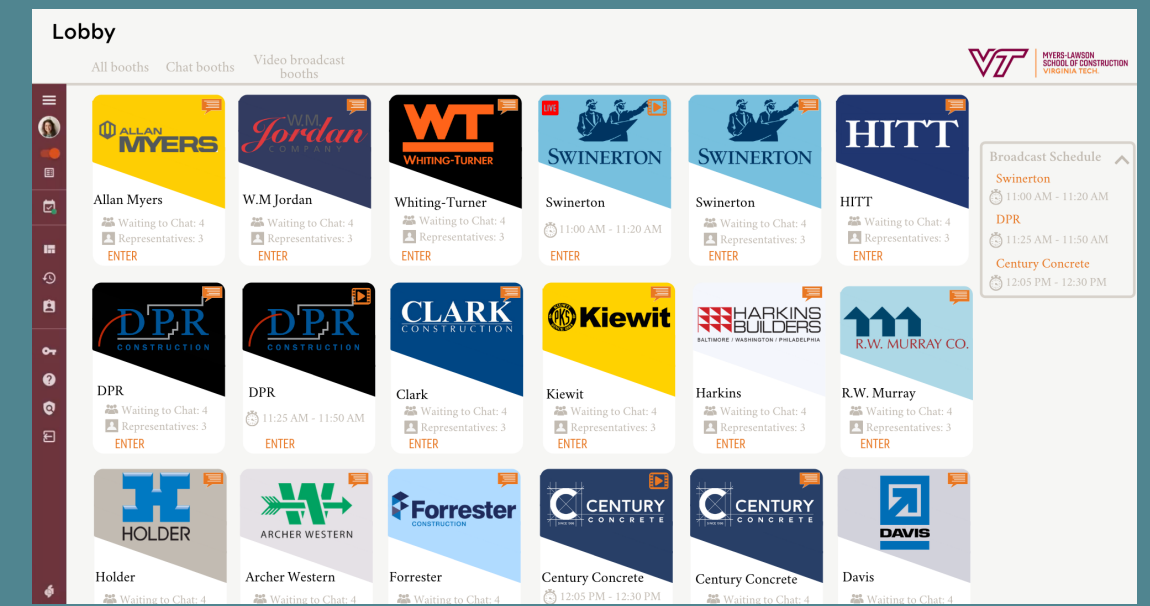
Receive Student Resume Book:  
Review, Reach Out to Students Prior,  
Invite Students to a Scheduled Chat Time

Customize & Setup  
Booth by Sept. 25th  
on Virtual Platform



Career Fair Begins:  
Students Walk-up to  
Company Booths

Career Fair Begins:  
Students Visit  
Company Booths  
Through the Lobby

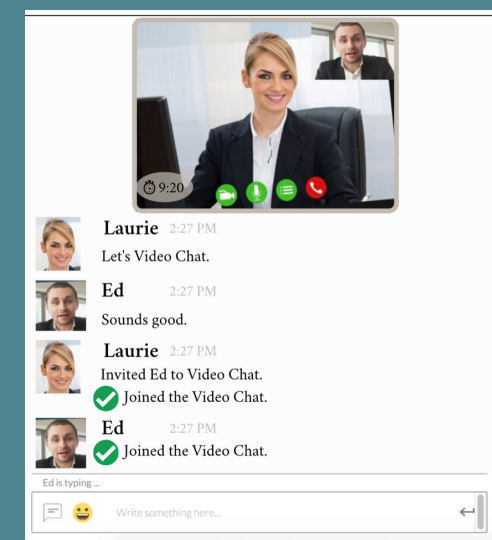


Students Wait in Line  
to Speak with Your  
Representative

Students Receive a Wait  
Time Estimate while they  
Wait in Line to Speak with  
Your Representative

Representatives  
Speak with Students  
Individually

Representatives Speak  
with Students  
Individually Through  
Chat Feature (text, call  
and video interface)



Representatives Answer General Student Questions

Representatives Utilize the Discussion Feed to Answer  
General Questions For Everyone in their Booth

Students Hand Their Resume to A Representative

Student Profiles & Resumes will be Viewable by  
a Representative During and After Their Chat

Representative Takes Notes About the  
Student During & After Speaking With Them

When a Chat Ends, the Representative is  
Presented with a Screen to Take Notes  
and Follow-Up with the Student

Your Company Has the Option to Host  
an Info Session Prior to the Event

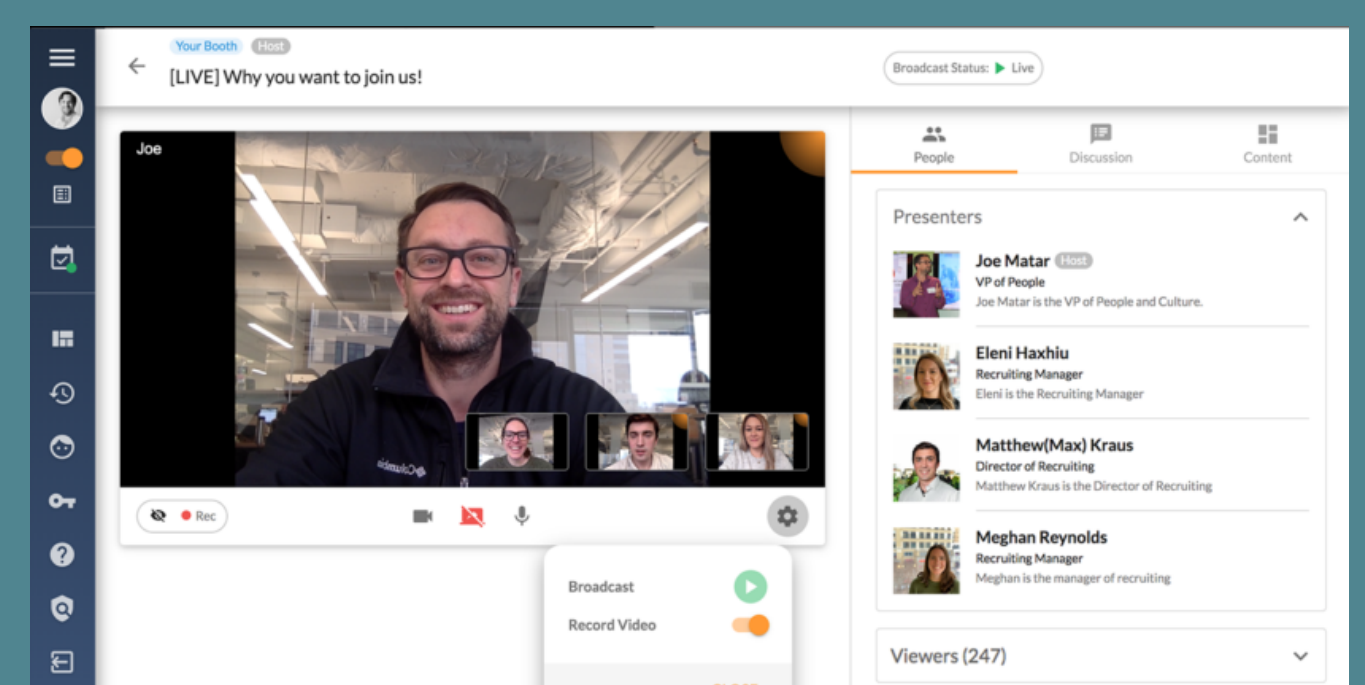
We Can Setup an Info Session on  
Zoom For You Prior to the Event

Throughout the Event Your Representatives  
Can Network with Representatives From Other  
Companies By Walking Up to Their Booth

Throughout the Event Your Representatives Can  
Network with Representatives From Other Companies  
By Joining A Booth Only For Professionals

Representative speaks to multiple  
students at once

Live Video  
Broadcast  
Feature



# LOBBY EXAMPLE

When you enter the Career Fair you will be in the Lobby, where all the booths are located. Each company will have one rectangular booth to customize. The booth informs students how many other students are waiting to chat and how many representatives are active.

You can customize the exterior of the booth with your logo & a colored background.

## Lobby

All booths Chat booths Video broadcast booths

**VT** MYERS-LAWSON SCHOOL OF CONSTRUCTION VIRGINIA TECH.

Company	Waiting to Chat	Representatives	Live Broadcast
Allan Myers	4	3	No
W.M Jordan	4	3	No
Whiting-Turner	4	3	No
Swinerton	4	3	Yes (11:00 AM - 11:20 AM)
Swinerton	4	3	No
HITT	4	3	No
DPR	4	3	No
DPR	4	3	Yes (11:25 AM - 11:50 AM)
Clark	4	3	No
Kiewit	4	3	No
Harkins	4	3	No
R.W. Murray	4	3	No
Holder	4	3	No
Archer Western	4	3	No
Forrester	4	3	No
Century Concrete	4	3	Yes (12:05 PM - 12:30 PM)
Century Concrete	4	3	No
Davis	4	3	No

**Broadcast Schedule**

- Swinerton: 11:00 AM - 11:20 AM
- DPR: 11:25 AM - 11:50 AM
- Century Concrete: 12:05 PM - 12:30 PM

# EXAMPLE OF INSIDE A BOOTH

There are three customizable tabs in the middle section (above the video), they currently read Home, Opportunities, & Company Culture.

Your content will display where the video and text is currently. You can customize however you would like, with pre-recorded videos, photos, job opportunities, and general information on your company.

On the right side you have the green chat button, list of your representatives, a discussion feed, and more content.

The discussion feed is viewable to everyone in the booth, making it a good place to answer general questions.

Before the Career Fair you will design your booth and have it all ready a week before.

The screenshot displays a digital booth interface for Allan Myers. On the left is a vertical navigation menu with icons for home, opportunities, and company culture. The main header shows 'Allan Myers' and 'Representative' tabs. Below the header are three tabs: 'Home', 'Opportunities', and 'Company Culture'. The central content area features a video player with a construction worker in a hard hat and safety glasses. The video title is 'SEE HOW ALLAN MYERS HELPS YOU ACHIEVE YOUR POTENTIAL.' Below the video is a text block: 'PLAY A CRITICAL ROLE IN MAKING A DIFFERENCE IN THE COMPANY AND COMMUNITY.' followed by a paragraph: 'With an elite team of professionals, we build exciting, innovative projects. Co-ops and interns at Allan Myers are vital team members in projects that shape the face of the mid-Atlantic. Students working at Allan Myers step out of the classroom and gain experience in a variety of areas related to their majors. Our internship program allows for students to support crew, project, or plant teams. In this role they will plan, schedule, execute, and control heavy civil construction projects. The program has a particular focus on developing the skills required to successfully manage projects – operationally and financially in an incident- and injury-free environment.' On the right side, there is a chat button labeled 'CHAT' and a sidebar with sections for 'Booth Activity' (showing 1 completed chat and 0 active chats) and 'Booth Representatives' (listing Peggy Olson as a Recruiter).

# CHAT FEATURE

The chat feature is reachable through each company's booth. When your representative is available to chat it will connect them with a student. It begins as text until a representative invites a student to call or video chat.

During the chat, the student's profile and resume will be viewable on the right side of the screen. Each chat has a time limit to help move the event along efficiently. In back-end booth controls, you will be able to edit the chat time to your liking. We recommend 10 minutes. If a chat is going well and the recruiter needs more time, there is a way to add more time to an individual chat.

The screenshot displays a chat application interface. On the left is a dark sidebar with navigation icons. The main area is divided into three sections:

- Chats List:** Shows a list of chat sessions. The selected chat is with 'E. Barrientos' at 2:27 PM, with a 9:36 timer. Above the list, it shows 'Connectivity: Good', 'Greetings: [Edit]', and 'Simultaneous Chats: Up to 1'.
- Chat Conversation:** The selected chat with 'Ed Barrientos'. It shows a notice: 'You are chatting with Ed Barrientos in Chat About Open Sales Positions.' followed by messages from Drew ('hey Ed!', 'thanks for joining...') and Ed ('Hi there'). A 'Time Left 9:36' indicator is in the top right of this section. At the bottom, it says 'Ed is typing ...' and has a text input field with a 'Write something here...' placeholder.
- User Profile:** The profile for 'Ed Barrientos', Business Development Manager in Arlington, VA, US. It includes an 'END CHAT' button, 'Video' and 'Call' options, and a 'Personal Profile' section with details like LinkedIn URL, relocation willingness, education level, and date available.

# CHAT FEATURE

When you scroll down on the right side it reveals the student's resume. You can view & download. All profiles, resumes and chat histories are viewable throughout and after the event has ended.

This is also an example of the video chat feature. We encourage every chat be conducted over video for the best conversation.

The text option will remain open underneath if you need to write a message.

### Chats

Connectivity: ●●● Good  
Greetings: [Edit]  
Simultaneous Chats: Up to 1

Chat About Open Sales Po...  
1/1 chat active Last Activity

**E. Barrientos** 9:20 2:27 PM

9:20

**Laurie** 2:27 PM  
Let's Video Chat.

**Ed** 2:27 PM  
Sounds good.

**Laurie** 2:27 PM  
Invited Ed to Video Chat.  
✔ Joined the Video Chat.

**Ed** 2:27 PM  
✔ Joined the Video Chat.

Ed is typing ...

Write something here...

### Master's Degree

- What types of positions are you looking for?:  
Senior Business Development
- Date Available:  
June 1st 2020
- Certifications/Licenses:  
Not Answered

### Resume

[VIEW FULL SIZE](#) [DOWNLOAD PDF](#)

**Ed Barrientos**  
Business Development Manager  
123 Stacey Ct.  
Fredericksburg, VA 12345  
(123) 456-7890  
s\_steiner@example.com

**SKILLS**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

**EXPERIENCE**  
**Geo Technologies, Arlington** - Entry Level IT Specialist  
JANUARY 2020 - PRESENT  
• Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
• Aenean ac interdum nisi. Sed in consequat mi.

**Coding Associates, Fredericksburg** - Intern  
MAY 2019 - AUGUST 2019  
• Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
• Aenean ac interdum nisi. Sed in consequat mi.

**EDUCATION**

# REPRESENTATIVE REVIEW POP-UP

When a chat ends, both the representative and student are shown a review screen.

Including:

- A dropdown to select how you want to proceed with the student,
- Notes section,
- Options to email the student profile to another team member or schedule a follow-up.

All notes, profiles, resumes and chat histories are viewable throughout and after the event has ended.

The screenshot shows a web interface for reviewing a chat. On the left is a dark sidebar with navigation icons. The main content is divided into three vertical panels:

- Chats Panel:** Shows a list of chat sessions. The selected chat is titled "Chat About Open Sales Po..." with "0/1 chat active" and "Last Activity". Below it, a card for "E. Barrientos" is marked as "Ended".
- Review Panel:** Displays the text "Your chat with Ed Barrientos has ended". It asks "How would you like to proceed with Ed?" and provides a dropdown menu currently set to "Interview". Below this is a "Notes" section with a text area containing "Send to Bruce for interview" and a note that "The notes will only be visible to you." At the bottom, there are two checkboxes: "Chat again in Chat About Open Sales Positions" (checked) and "Prevent Ed Barrientos from chatting again in this booth" (unchecked). A "FINISHED" button is visible, and a context menu is open over it, showing options: "Email", "Forward", and "Schedule a Followup".
- Profile Panel:** Shows the profile of "Ed Barrientos", a Business Development Manager in Arlington, VA, US. It includes expandable sections for "Chat Details", "Transcript", and "Personal Profile". The "Personal Profile" section lists several details: LinkedIn Profile URL (<https://www.linkedin.com/>), willingness to relocate (Yes), highest education level (Master's Degree), types of positions sought (Senior Business Development), date available (June 1st 2020), and certifications/licenses (Not Answered).

# STUDENT REVIEW POP-UP

The student's pop-up includes a final message they can send to the representative and personal notes for them to take and reference later.

We will be reminding our students to ask your representatives for their email to follow up after the event as well.

The screenshot displays a user interface for reviewing a chat session. On the left is a dark red sidebar with navigation icons: a hamburger menu, a globe, a toggle switch, a calendar, a checkmark, a question mark, a magnifying glass, and a back arrow. The main content area is titled "Chats" and shows a list of chat entries. The first entry is for "Deloitte" with "0/1 chat active" and "Last Activity". The second entry is for "P. Olson" with "Ended". Above the list, it shows "Connectivity: ●●● Good" and "Greetings: [Edit]".

The right side of the interface shows the details of the chat with "Peggy Olson", which has ended. It includes a "Final Thought" section with a text input field containing "Thank you for chatting with me!". Below this is a "Rating" section asking "How would you rate your chat with Peggy?" with a note that "The rating will only be visible to you." and five orange stars. The "Notes" section asks "Add notes for your own record keeping." with a note that "The notes will only be visible to you." and a text input field containing "Add your notes here (optional)". At the bottom right is an orange button labeled "FINISHED" with a hand cursor icon.

# LIVE VIDEO BROADCAST EXAMPLE

You can see the company Swinerton has a second booth with "live" in the top left corner and on the right hand side of the page you can see their name on the Broadcast Schedule. Both the live booth and broadcast schedule are components of the Live Video Broadcast feature which is included in the advanced package.

In the same package, you will be able to take advantage of the sponsorship opportunities throughout the career fair to enhance the visibility of your company.

**Lobby**

All booths Chat booths Video broadcast booths

**VT MYERS-LAWSON SCHOOL OF CONSTRUCTION VIRGINIA TECH.**

Company	Chat Status	Representatives	Special Features
Allan Myers	Waiting to Chat: 4	Representatives: 3	
W.M. Jordan	Waiting to Chat: 4	Representatives: 3	
Whiting-Turner	Waiting to Chat: 4	Representatives: 3	
Swinerton	Waiting to Chat: 4	Representatives: 3	LIVE, 11:00 AM - 11:20 AM
Swinerton	Waiting to Chat: 4	Representatives: 3	
HITT	Waiting to Chat: 4	Representatives: 3	
DPR	Waiting to Chat: 4	Representatives: 3	
DPR	Waiting to Chat: 4	Representatives: 3	11:25 AM - 11:50 AM
Clark	Waiting to Chat: 4	Representatives: 3	
Kiewit	Waiting to Chat: 4	Representatives: 3	
Harkins	Waiting to Chat: 4	Representatives: 3	
R.W. Murray	Waiting to Chat: 4	Representatives: 3	
Holder	Waiting to Chat: 4	Representatives: 3	
Archer Western	Waiting to Chat: 4	Representatives: 3	
Forrester	Waiting to Chat: 4	Representatives: 3	
Century Concrete	Waiting to Chat: 4	Representatives: 3	12:05 PM - 12:30 PM
Century Concrete	Waiting to Chat: 4	Representatives: 3	
Davis	Waiting to Chat: 4	Representatives: 3	

**Broadcast Schedule**

- Swinerton: 11:00 AM - 11:20 AM
- DPR: 11:25 AM - 11:50 AM
- Century Concrete: 12:05 PM - 12:30 PM



# LIVE VIDEO BROADCAST EXAMPLE

The Live Video Broadcast is an opportunity to speak to many students at once. This time can be used as you see fit; to share about your company, projects, opportunities or any other creative idea you might have!

You can see the features it includes:

- Multiple presenters with the option share a screen for a presentation.
- A discussion feed for everyone in the live booth to communicate or ask questions.
- Context tab to share details about the live broadcast.

The screenshot displays a live video broadcast interface. At the top, it shows "Your Booth" and "Host" status, along with the broadcast title "[LIVE] Why you want to join us!". The main video feed shows a presenter named Joe Matar, who is the host and VP of People. Below the main video, there are three smaller video thumbnails of other presenters. The interface includes a control bar with options for recording, video, and audio. On the right side, there are tabs for "People", "Discussion", and "Content". The "People" tab is active, showing a list of presenters: Joe Matar (Host, VP of People), Eleni Haxhiu (Recruiting Manager), Matthew(Max) Kraus (Director of Recruiting), and Meghan Reynolds (Recruiting Manager). Below the presenters list, there is a "Viewers (247)" section. A "Broadcast" control panel is visible at the bottom right, with a "Record Video" toggle switch and a "CLOSE" button.

# PACKAGES

## BASIC PACKAGE \$700

- ✓ Customize your Booth with Branding, Messaging & Content (prerecorded videos, job listings)
- ✓ Four Representatives
- ✓ Platform Help Available
- ✓ Text & Video Chat with Students
- ✓ View Student Resume & Work Examples
- ✓ Pre-Invite Students to Chat
- ✓ Post-Chat Notes for Recruiter
- ✓ Timed Chats Allow Event to Flow Efficiently
- ✓ Group Discussion Feeds
- ✓ Free Training Available Twice a Week

## INTERMEDIATE PACKAGE \$850

IN ADDITION TO BASIC

- ✓ Higher Booth Placement
- ✓ Two Extra Representatives
- ✓ Share Post-Event Analytics

## ADVANCED PACKAGE \$1,000

IN ADDITION TO BASIC

- ✓ Top Booth Placement
- ✓ Unlimited Representatives
- ✓ Share Post-Event Analytics
- ✓ Live Video Broadcast
- ✓ Sponsorship Opportunity
- ✓ Help Designing Booth
- ✓ Share Anonymous Post-Chat Student Notes