

Virtual Job Fair: Frequently Asked Questions

What's the best way to work through the fair?

Start by reviewing the employer booth list located in our resources section. Based on what kind of job you are looking for, you can see what companies might support that kind of job. Many companies support similar roles regardless of industry, and many also may have roles that are not posted at the job fair. Targeting your employer booths of interest, one by one, is one way to try and manage your communications at the fair. From your highest priority targets, you can work your way through each and every booth based on your level of interest. If you aren't having much luck with that strategy, you can always visit one of the resource booths to ask for support, guidance and other information or tips that may be useful to you on the day of the job fair.

I'm wondering what positions are available?

The list of employer booths at the job fair is the best way to see the available jobs. Click on the booth of your choice and the job openings and links will be at that booth for your review. If you are not finding any postings that interest you, you may want to ask the booth reps whether they have other postings that are not listed, or if they ever hire for the kind of role you are seeking.

I have a lot of experience in a particular area, where should I look for jobs?

Please refer to the booth list to discover what each company does and whether it suits your own background, knowledge, skills and experience. Each booth should have an "about" section where you can learn more about what the companies do. From there, you can always visit the company website to do a bit of research, or find customer reviews, investor relations reports, podcasts or other information that might be out there about the companies. You can also visit the Local Jobs Hub and filter your search to focus in on what exactly you're looking for: by date posted, by region, by experience level and industry, among other filters. There are also job boards for specialized professionals (see "Job Search Websites" list)

How do I find a posting for a specific job title?

Please refer to the employer booth list and their job postings in our resources section below.

What jobs do you have for a recent graduate from a specific program?

Start by referring to the employer booth list and their job postings list in our resources section. A couple of good places to check out for new grads are www.talentegg.ca, your college's/university's careers pages and/or career services departments (for alumni). I might reframe the question from, "What jobs do you have...?" to, "What jobs are available...?" It could broaden your sources and your search for that kind of job.

How do I post a resume?

You can either attach it to your chats or upload it onto your job seeker profile during the event. It's a good idea to add to your profile, eg. LinkedIn profile link, website/portfolio/blog (if applicable), short bio, etc.

Is there somewhere I can get help with my resume or job seeking?

Please refer to the list of exhibitor booths in our resources below to see which community resource booths are here today and which might be a good fit for you depending on what you need and where you live. There is a list of other free community employment organizations in our resources section below. Please contact one of our booth representatives if you're not sure which community employment resources are right for you.

I reached out to an employer but no one is answering me.

Not to worry (too much). This is very common. The employer may be busy at the moment. In the meantime, you could try stopping by other booths to see if anyone there might be available to chat about their company, postings, work environment, etc. Once you've gone around, you can then revisit the chat request that you are after. When doing short term follow up, it's helpful to remember the importance of approach and messaging. Chances are, the person has at least seen your message come in, so use humour, recognize and respect their time.

What do I do if employers only accept online applications?

You can still use this opportunity to connect. Make it clear that you intend to apply online (or that you have already applied online). Then, see if they can provide any more information to you, eg., how long does it typically take for HR to decide who to bring to the next stage? How do they communicate this? Can I have the name of the HR rep? Realistically, when someone applies to the same position more than once, does that application automatically land in the "no" pile?

I already applied to that employer/posting and heard nothing back. What should I do now?

It's time to work on your follow up strategy. There are so many approaches and ways that you could do this. It's important to focus on what your goals are, what you can offer, and why you and the company are a good fit. See the "Email Marketing Samples" ideas at the end of this document for a few templates you can build on when you're working on follow up. It could be a good time to visit the resource booths to see what support, guidance, resources and information you can find!

Where can I find other job postings in my field?

Start with the Job Posting Boards located in our resources section below. There is a much longer list of job boards at the end of this document.

How do I follow-up with employers after the fair?

Make sure you write down the employers' names and contacts, and any information they gave during the virtual job fair to make it easier to send your thank you messages later. Try focusing on any meaningful interaction, comment, exchange, or insight gained.

Good ways to follow-up include email, LinkedIn, or scheduling a call or video meeting. Take your time to craft an impactful message, but send it within five business days.

Ask good questions, contribute something of value when possible. For example, “What do you enjoy most about working at _____?” or, “What is something you’ve noticed that leads to success for the employee in the role of _____?” If you notice any gaps in information on the company website or LinkedIn company page, or any common problems or issues that the company seems to regularly face, that’s great stuff to bring with you to the event

Never underestimate the power of a thank-you note after the job fair

How can I incorporate my transferable skills in finding different work? How can I make a career transition?

Please visit the resource booths to discuss the details of your circumstances, your objectives and any planning or progress you’ve made lately. NOC (National Occupational Classification – Stats Canada (<https://noc.esdc.gc.ca/Home/Welcome/60484929b9b249c0b2815969c8e6c1da>)) is a good place to start for getting an idea of what skills and schooling you will require for your chosen job objective (there’s a handy keyword search bar at the top of the page so you don’t have to deal with all the codes). Then, reaching out to specific employers in your field of interest for informational interviews is always a good source of information and substance for your networking.

I’m looking for volunteer work.

Pillar Nonprofit Network and Volunteer London are great places for formal volunteering opportunities, but it could also be a good idea to reach out to places that you are interested in contributing to and asking a few questions to see if there is room for volunteers at any of the places you contact.

- Pillar: <https://pillarnonprofit.ca/volunteer>
- Volunteer London: <https://volunteerlondon.ca>
- Age Friendly London: http://www.london.ca/residents/Seniors/Age-Friendly/Documents/AF%20Volunteer%20Opportunities%20List_Jan2020.pdf
- Examples:
 - Galleries and Museums
 - Thrift Shops
 - Shelters
 - Crisis Lines

Please refer to the Job Posting Boards in our resources section below. It can also be useful to use business directories for the London area if you are not seeing any employers of interest at the fair such <https://www.ledc.com/business-directory>

Recommended Websites for Job Searching

ledc.com/tech-jobs/manufacturing-jobs <i>Great website for business searches and tech jobs</i>	wowjobs.ca <i>Large job search engine</i>
workopolis.com <i>Large job search engine</i>	pillarnonprofit.ca <i>Volunteer opportunities</i>

knighthunter.com <i>Specific to London jobs</i>	simplyhired.ca <i>Large job search engine</i>
monster.ca <i>Large job search engine</i>	ziprecruiter.com <i>Large job search engine</i>
mediajobsearchcanada.com <i>Media job search engine</i>	talentegg.ca <i>Job search engine for new graduates</i>
zsa.ca <i>Legal recruitment</i>	canadajobs.com <i>Job search engine specific to Canada</i>
workcabin.ca <i>Environmental, conservation and wildlife jobs</i>	eluta.ca <i>Search engine for Canada's top 100 employers</i>
goodwork.ca <i>Environmental jobs</i>	careerjet.ca <i>Large job search engine</i>
canadastop100.com/older_workers <i>Top jobs for older workers</i>	careerowl.ca <i>Large job search engine</i>
recruit.uwo.ca <i>Jobs at University of Western Ontario</i>	indeed.ca <i>Large job search engine</i>
charityvillage.com <i>Not for profit jobs and volunteer opportunities</i>	careerbuilder.ca <i>Large job search engine</i>
jobpostings.ca <i>Canada's largest student network</i>	agcareers.com <i>Agricultural Careers</i>
neuvoo.ca <i>Large job search engine – also gives career info.</i>	nicejob.ca <i>Large job search engine</i>
jobillico.com <i>Large job search engine</i>	callcentrejob.ca <i>Call centre agent jobs</i>
careersinfood.com <i>Food industry jobs</i>	eco.ca <i>Canada's environmental industry</i>
findtherightjob.com <i>Job search engine for USA</i>	mbajobs.ca <i>Job search engine for business and finance</i>
en-ca.gigajob.com <i>Large job search engine</i>	careerjet.com <i>Large job search engine</i>
glassdoor.ca <i>Large job search engine</i>	www.engineerjobs.com <i>Various engineering jobs in Canada and USA</i>
ca.linkedin.com <i>Linked in clients job search engine</i>	jobbank.gc.ca <i>Government Jobs and other job seeker services</i>
milkmanunlimited.com <i>Jobs in media</i>	talentegg.ca <i>Entry level jobs for students and new graduates</i>

Some ideas for Marketing Yourself to Employers via Emails/Messages:

“Don’ts

- 1) You don’t want to have the phrases, “I’m just following up,” or, “I’m just checking in,” or anything of that sort.
- 2) You want to think of how you are adding value to your message. This is all part of your personal brand, especially in an age where email is becoming the dominant method of communication in the professional world. You want to avoid empty and superficial, or “filler,” statements. For example, instead of, “Do you know when you will make your hiring decision?” use, “I hope your search for the perfect hire is going well. As one of many qualified candidates, I’m sure, I was hoping to get to know whether I’m being considered at all to move forward in the process and do my best to show you exactly why I am the ideal hire you are looking for.”
- 3) Dealing with perceived rejection from HR is frustrating for sure, but you don’t want to let any of that come through in your message. Everything is better with a positive spin. It is more productive. Remember positive initiative and positive modification of the working environment.

Dos

- 1) Always follow up this message with a thank you note, whether by email or handwritten (yes, even if they don’t get back to you after this attempt).
- 2) Add value to everything. Substance and content is most important, not appearances and “coming across well.”
- 3) Tone is important. You want to sound natural, but always polite and kind, looking for ways to help and offer your best self.

Sample follow up email models:

- 1) ““Dear _____ (always try to get a contact name),

I recently _____ at _____ about the _____ role. I am intrigued by potential opportunities to work with your organization. You had mentioned in our interview that First, I’ll thank you in advance for taking time out of your schedule to read this. I only want to have the opportunity to demonstrate my true talent and genuine enjoyment for _____, _____, (_____). I’m hoping to get a bit of time with you at your convenience to ask a few questions about the next stages of hiring for _____, and what it is that you think make employees great. Please let me know if this might be a possibility. ...

Thanks again and I do look forward to hearing from you soon.

Sincerely,

_____”

2) “Dear _____,

I recently stopped in at the _____ at (location)_____. The lovely receptionist provided me your card as I am intrigued by potential opportunities to instruct with your organization. She had mentioned that I should send an email to you with my resume attached and a short blurb about me. First, I’ll thank you in advance for taking time out of your schedule to read this. My resume will illustrate to you my professional life and skillsets but cannot possibly express my true talent and genuine enjoyment for _____. I have not attached the resume here as I was hoping to get a bit of time with you in person at your convenience to ask a few questions about the instructor roles and what it is that you think makes your new hires great. Please let me know if this might be a possibility. ...

Thanks again and I do look forward to hearing from you soon.

Sincerely,

_____”

3.) “Hello _____,

I hope your weekend was good (if you even get those). I submitted my resume several days ago through _____ and just saw that it has been posted again. Don’t worry, I’m not creeping you or anything, but the opportunity seemed to be such a great fit that I kept an eye on it over the weekend. I was pretty excited to send you over my resume and hope that I’ll be able to get some valuable insight from you as I continue to try and give my best to one lucky employer (it could be you)! I would be grateful to discuss what it is exactly you are looking for in your next hire. Really, I want to know how I measure up so I can continue to learn and improve. If you’re open to it, it’d be great to meet and chat for a little bit in person or over the phone. Feel free to contact me at your convenience if you’re interested in pursuing this potential working relationship. Just a warning, though, I may follow up again in about a week (or two) if I have not heard back from you. If that still doesn’t work, well then I’ll just have to assume that you were eaten by caterpillars. Thanks in advance for taking your time to consider me. I look forward to hearing from you so I might have a better chance to illustrate my fit more fully.

Sincerely,

_____”

b. "Dear _____,

I recently stopped in at _____ here in London. The lovely receptionist provided me your card as I am intrigued by potential opportunities to instruct with your organization. She had mentioned that I should send an email to you with my resume attached and a short blurb about me. First, I'll thank you in advance for taking time out of your schedule to read this. My resume will illustrate to you my professional life and skillsets but cannot possibly express my true talent and genuine enjoyment for _____, _____, _____. I have not attached the resume here as I was hoping to get a bit of time with you in person at your convenience to ask a few questions about the instructor roles and what it is that you think makes your team great. Please let me know if this might be a possibility. ...

Thanks again and I do look forward to hearing from you soon.

Sincerely,
_____”