



# Career Fest 2021

## Register NOW

Hello Sonoma State,

We are excited about our Sonoma State University's Career Fest 2021!

It's Time! Early registration will end on February 26, and the price will increase by \$40. Get your spot now!

This year our Career Fest will bring 3 unique fairs, the first week of April, focused on specific industries.

We have a limited number of employer spots due to the virtual nature and our desire to create a more curated experience for you and our students.

With the purchase of your virtual fair space you will get the following:

1. 3-4 emails to students with your company name and directed link in Handshake
2. 2 emails sent to the appropriate schools with your company name letting them know you are attending the fair
3. Your company name listed on our website (this is not updated automatically and will take time)
4. Your company name and opportunities will be shared with the appropriate academic & career advisors to share with their caseloads
5. You will be emailed the resumes students upload from all three fairs

Having held two fairs online this year, we have learned a few things about how our students engage virtually. Based on these learnings, we have compiled our top recommendations for effectively engaging with our students:

1. Please make sure you sign up for the fair for the type of students you are looking for - our students are not likely to spontaneously pop in like an in-person fair
2. Setting up your session times early makes it easier for us help promote your sessions to students in advance - the more time they are available the more exposure you will get
3. We strongly discourage canceling sessions the night before or the day of the event. Canceling sessions that late doesn't allow students to participate day of, which is common - you may get new students the day of the fair, along with maximizing exposure based on students changing availability. Handshake now allows students to pop into sessions that are in session. This means leaving early or canceling could result in you missing out on students.
4. Students do not appear to be interested in part-time jobs outside of Sonoma County.
5. Students showed limited interest in talking about continuing education opportunities in this environment
6. Students are showing limited interest in health opportunities in this environment.

Sending emails to students who are registered for the fair and inviting them to your session is **critical** in getting students there - this past fall the most successful employers (those who engaged with the highest # of students) were those who did direct outreach on Handshake

[Register Here for our Government & Nonprofit Day](#)

[Business, Marketing, Sales & Finance Day](#)

[STEM Day](#)

*\*\* We have already discounted the price of the fairs to support employers in this economy*

Thank you,  
Sonoma State Career Center

