Virtual Events with the EL Hub: Registration & Participation

This document provides an overview of the Symplicity event platform, definitions of key terms, ideas, tips, and step-by-step instructions to walk you through the registration process and the event day.

*We recommend that you read through this document before starting your registration.*

We have added hyperlinked titles below for easy access of information (and avoid reading through the entire document - Just read what you need!).

Additionally, we have created a short video (approximately 7-minutes in length) that provides a detailed process for completing your registration.

**Please note:** If you have previously registered through the Symplicity platform, you can sign into your existing account. If you have not used the Symplicity platform before, then sign into the Symplicity Employer Portal and follow the Event Registration Instructions.

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Introduction to Symplicity

Symplicity is a virtual event platform we are using to host this event. To connect with students on the day of the event, you will need a Symplicity account AND a meeting link that is created by you on the videoconferencing/meeting software of your choice. Notable apps include MS Teams, Zoom (paid version), WebEx, etc.

Symplicity account + Your meeting link = Your opportunity to connect in real-time with talented students and alumni

Through Symplicity, you will be able to:

• View student resumes, profiles, contact information, academic program, degree level, etc.
• Host a Private 1:1 Chat with interested students
• Share information with students about your organization, job opportunities, culture, environment, etc.
Making the Most Out of Your Participation

There is no doubt that virtual events look and feel different than in-person events. It’s fair to say that most recruiters and attendees and are missing the valuable and exciting face-to-face interactions. However, over the past several months, we’ve learned a great deal about successful virtual event planning, engagement, recruitment, promotion, and in some ways, there are even qualities of these experiences that outweigh traditional booth-style recruitment.

There are different ways in which you can engage with future employees on the Symplicity platform; how you want to make the most out of your experience on the day of the fair is entirely up to you!

**Host a Private 1:1 Chat with 1 Student and 1 Representative:** In this scenario, one student will chat with one representative from your organization in a private meeting on your videoconferencing platform of choice.

**Host a Private Chat with 1 Student and 2 or more Representatives:** In this scenario, one student will chat with multiple representatives from your organization at the same time on your videoconferencing platform of choice.

In both of the above scenarios, students will join a virtual line up (queue) at the start of the event to have a Private Chat with your representative(s).

Staffing the Event

Spending time now to plan your presence at the event and gathering the information you will need to complete the registration is highly recommended and will benefit you greatly (and save you time!). Some common questions to consider when staffing your virtual booth include:

- How do you want to showcase your organization on the day of the event?
- How many staff members will be participating in the event?
- How do you want to connect with students e.g., host Private 1:1 Chats, 1:2 Chats, or both?
- Do your staff know how to access and use your videoconferencing platform (MS Teams/Zoom etc.)?
- How comfortable are your staff with technology?
- How can you prepare your staff to best represent your organization?
Event Registration Instructions

Deadline for all modifications/additions/edits: **Wednesday, March 16, 2022, 4:00 p.m.** Our events team will review all registrations and be in touch with you to confirm or clarify any information.

Please note that you can modify/add/edit your registration once it has been approved by our event team, but it’s best to have as much of the information prepared before you start the registration.

Ready to register? Go to the [Symplicity Employer Portal](#)!

Internet Explorer/Edge is not supported. Use another browser e.g., Chrome or Safari

1. Click >> **Careers Impacting the Environment Job Fair**

2. Click >> I want to attend **As An Employer**

   If you have registered for a past event on Symplicity, sign into your existing account.
   **Username = your email address**

   If you are new to the Symplicity platform, click >> **Proceed to Registration**

3. **Registration:**

   Select your registration type >> **Standard Registration**

   Click >> **Next**

4. **Registering Contact:**

   A ‘Registering Contact’ is the person filling out the form (this is you!). You may or may not be attending the event, that’s ok, there is room below to add the names and contact information for the representatives attending the event.

   Add the following details:
   1. First and Last Name *
   2. Title
   3. Email address *
   4. Phone Number *
   5. Organization Name *
   6. Address *
   7. Division (if applicable)
5. **Organization Information:**

The information that you add to this section will be used to create your virtual booth. Students will be visiting the virtual booths before and during the event to learn about the participating organizations.

Add the following details:
1. Organizational Description *
2. Logo *
3. Website *
4. Job Postings
5. Position Types
6. Academic Level Recruited

* Denotes a required field

Click >> **Next**

6. **Representatives:**

A **Representative/Primary Representative** is the person(s) who will be hosting a Private 1:1 Chat on the day of the event.

If your organization would prefer to have 2 or more representatives in the same Private Chat with 1 student, assign one of the individuals as the **Primary Representative**. In this case, the Private Chat is now a 2:1 Chat, where there are multiple representatives from your organization speaking to 1 student.

**How many representatives will be hosting a Private 1:1 Chat?**

Add the number of representatives (or Primary Representatives) who will be hosting a Private 1:1 Chat with students on the day of the event.

**Contact Information:**

Note: The Registering Contact’s information is automatically populated into the first record. If you are not hosting a Private 1:1 Chat on the day of the event, click >> **Remove**

**All representatives (or Primary Representatives) need their own Symplicity account to connect with students on the day of the event.** By adding their information into a record,
the system automatically creates their Symplicity account. Representatives (and Primary Representatives) will receive an email with login information when the registration has been approved by our event team.

To add a new representative record, click >> Add New. There is no limit to the number of representatives from your organization that can participate in the event!

Add the following details for each representative (or Primary Representative):

a. Full Name *
b. Email address *
c. Title
d. Division
e. Meeting Instructions (see further explanation below)
f. Alternative Instructions (see further explanation below)

* Denotes a required field

Meeting Instructions:

All representatives (or Primary Representatives) who are hosting a Private 1:1 Chat will need their own unique meeting link to connect with students on the day of the event.

Each representative will need to create their own meeting link in their preferred videoconferencing software e.g., MS Teams, WebEx, Zoom, etc. for the date and start/end of the event.

• They can either copy and paste the link, forward it to you, the Registering Contact to add to their record OR
• They can login to their Symplicity account once the registration has been approved by our event team, and add their own link to their record

Alternative Instructions:

Add information about how a student can reach the representative if they are having difficulties connecting e.g., via text, phone, email address, etc.

Sample Alternative Instruction: If you are having difficulties connecting, please call or text me at (XXX) XXX-XXXX

Click >> Next when you have added all your representatives. Remember, you can modify your registration once it has been approved by our event registration team to add/remove representatives.

7. Chat Time per Student:
How many minutes do you want to set for each Chat?
Add the length of time for each Chat. Five minutes is the minimum length of time for a Chat.

*Tip:* 7-minutes for each chat has proven to be a suitable amount of time.

Click >> *Next*

8. Payment:

Select >> Credit card and add your credit card information
Click >> Submit Payment Information
Click >> Review and Confirm

**Congratulations!** You have completed the registration form! Our events team will review and approve your registration. If necessary, we will be in touch with any questions.

**Prepare for the Event**

We **highly recommend** that all representatives (and Primary Representatives) spend some time on the platform in advance of the event to ensure that they can navigate it on the day of the event. Login, review the features, start viewing student profiles and more!

**Follow these Steps:**

1. Go to the Symplicity Employer Portal to log in and click >> generate or re-sent password if you are new to the system

2. Once you have logged in, click through the tabs on the left-hand side:
   a. **Employer Profile** includes information about your organization. Take the time to review the information in each field and make any changes/edits. You can also add additional information in this section e.g. videos, social media handles, a banner image, etc. which will be viewable by students in your virtual booth
   b. **Events** includes a list of the Career Fairs that are active on Symplicity
   c. **My Account** is your personal profile. You can update your name, title, etc. add a profile picture and so on. You can also access the Resource Library in your account. This includes helpful FAQ’s, videos, etc. that will help you prepare for the day of the event
3. Review the Day of the Fair steps that are listed in the section below and in the Resource Library

Next Steps

We know that it can take a lot of work and preparation to learn all the different event platforms and technology to be successful in your virtual booth on the day of the event. The next sections provide information to help you both prepare before the event, and steps and information for the day of the event.

Day of the Event

On the day of the event, Symplicity will be live to employers for 1-hour before students can join. This allows you time to login, re-familiarize yourself with the system, download resumes, test your meeting link, and so on.

Private Chat Event Day Steps and Recommendations

If you are hosting a Private 1:1 Chat, log into your Symplicity account to access the student queue and student profiles.

If you are the ‘Primary Representative’ in a multi-person Private Chat, make sure you have shared the meeting link (MS Teams, Zoom etc.) with the additional representatives.

1. Go to the Symplicity Employer Portal to log in or Click >> generate or re-set password if you are new to the system.

2. Once you have logged in, go to the Events tab (on the left-hand side):

   Click >> Career Fairs >> then the name of the event

   Click >> View Chats

   Click >> Chat Profile to see Chat Instructions and to confirm and test that your meeting information is correct and working properly

3. Set your Status to Online

4. Start your video meeting (e.g., Zoom, MS Teams, WebEx, etc.) and keep your video meeting running for the entire length of the event
Tip: If you have two browser windows open, you can use one for the video meeting and the other to operate Symplicity. NB: you cannot have two video windows open.

5. If your Alternative Chat Instructions include a phone number, make sure to have your phone handy if students experience technical difficulties and need to phone or text you

6. When the event starts, you will see students lining up in your queue. Select the student at the top of the list. It will take a couple of seconds for a student to join your video chat

7. Once your Chat has started, watch the timer, which will count down. When time is up, you will see an alert and hear a “ping” sound. At your discretion, you can end your chat early, on time, or extend the time if you’d like

8. When you are done, click End Chat in Symplicity, and dismiss the attendee in your video meeting. This is important as doing so will ensure that your room will be available for the next student in your queue.

9. You can make notes about the student in Symplicity; mark the student as a candidate you are interested in, add follow-up items, etc. This information is not shared with the student

10. After entering notes for a student, revisit View Chats to move to the next student in line in the queue.

11. If you need to step away for a short break, set your status to Busy. Students can continue to join your queue

12. If you need to take a longer break and no other representative from your organization are online, set your status to Offline. Students will be notified that you are no longer online and will likely leave your queue

13. You will not be able to select students who are busy chatting with representatives from another organization, but they will stay in your queue for later conversations when they are available

14. When the event is over, you can filter students by Overall Feedback and download resumes

Frequently Asked Questions

Why do I need to use my own videoconferencing/meeting system?
• Symplicity does not use an embedded video system, which means that you will need to use your own meeting system e.g. MS Teams, Zoom, WebEx, etc. to connect with students. The advantage with this arrangement is that you can use the app you are most familiar/comfortable with while Symplicity handles the event logistics for you.
Who needs to have a Symplicity account?
- All representatives (and Primary Representatives) who are hosting a Private Chat need to have a Symplicity account
- On the day of the event, they will need to login to their Symplicity account to access the student queue and student profiles

How do I create a Symplicity account?
- The system creates an account for all representatives listed on the registration form using the contact information provided e.g., name, title, email address, etc.
- Representatives will receive an automated email from Symplicity with login and password information

What is my login and password for my Symplicity account?
- Your login is your email address
- The first time you login to Symplicity, click >> generate or re-set password to create a password

How do I access Symplicity?
- Through the Symplicity Employer Portal

We would like to have more than one representative in a Private Chat at the same time. How do we do this?
- Assign one of your representatives to be the “Primary Representative” for the Chat
- List the Primary Representative on the registration form with their contact details and meeting instruction (meeting link)
- The Primary Representative will need to share the meeting link with all other representatives who will be part of the Chat
- On the day of the event, the Primary Representative will login to their Symplicity account, start their meeting on MS Teams, Zoom, WebEx, etc. and manage the student queue
- All other representatives will simply join the meeting

Why do all our representatives need their own unique meeting link? Can’t I use the same link for everyone?
- Each representative needs to have their own unique link, otherwise multiple students and representatives will be in the same meeting at the same time. This would be a Chat Room rather than a Private Chat

How do the students get my meeting link to join my Private Chat?
- On the day of the event, students will select which employers they would like to connect with by joining their virtual queue. When the representative selects a student from the queue, the student gains access to the meeting link by accepting the invitation to join the Chat
• You do not need to send the student your meeting link

How much time should I block off to prepare for the fair?
• This depends on your experience and comfort using virtual event platforms and videoconferencing technology e.g., MS Teams, Zoom, WebEx, etc.
• We used Symplicity for our 2020/2021 virtual events. If you participated in one of our events last year, this process will feel very similar
• Think about the amount of time you would typically spend preparing for an in-person event e.g., understanding the audience, packing/shipping your materials, planning your directions to get to the fair, parking, setting up and tearing down. These steps take time, and while the steps are different for a virtual fair, they also take time to ensure that you are prepared

Why is the deadline to modify/edit/add information to my registration form a week before the event?
• Our event team will carefully review all registrations to ensure that the fields are completed properly. We look for complete meeting links, representative information, organization information, etc. and we contact employers if there are any concerns or missing information. This is a time-consuming process, and we need time on our end to make sure everything will work on the day of the event!
• We know that students typically start logging into their Symplicity accounts about a week before the event to start researching employers, and we want to make sure your virtual booth looks great

When and how do I create my virtual booth?
• Much of the information that you add to the registration form under the Organization Information section is used to create the skeleton of your virtual booth e.g., logo, organizational description, website, etc.
• By logging into your Symplicity account before the day of the event, you can add more content to share with students about your organization

If I need help completing the registration, who can I contact?
• Sarah Goody: sgoody@uoguelph.ca

What is the cancellation policy?
• Cancellations received by Wednesday, March 16, 2022, 4:00 p.m. will be issued a full refund, less a $25 administrative fee. Cancellations after Wednesday, March 16, 2022, will not be refunded.