

Building your virtual stand

Exhibitor guide



King's Virtual Fairs Welcome to our event exhibitor guide

This guide will take you through all the stages required to create a successful exhibitor profile and programme at our virtual event.

The stages are arranged in a practical and logical order to replicate the event booking process. Each stage is explained in simple steps and illustrated with annotated images of the relevant webpages.

This guide explains how to

- Add event representatives
- Manage 121 meeting schedules
- Join a 121 meeting
- Manage Group Chat schedules
- Update your profile.



King's Virtual Fairs Adding event representatives





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Visit

Profile > Update my organisation profile on the navigation ribbon.

Basic Informatio	n About Your Organisation	Organisational	I Structure Contac	ts and Users		
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Select Contacts and Users.

> Select Add new contact.



King's Virtual Fairs Adding event representatives

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	The image must be a PNG, JPEG or GIF and no larger than 200kb. Note: Profile pictures are displayed in a round format so for best results please use a square photo with your face in the centre.	
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King's Virtual Fairs Managing 121 meeting schedules



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King's Virtual Fairs Managing 121 meeting schedules

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King's Virtual Fairs Managing 121 meeting schedules

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King's Virtual Fairs Joining a 121 meeting

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King's Virtual Fairs Managing Group Chat schedules

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King's Virtual Fairs Managing Group Chat schedules

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Click **Join** when scheduled times are active.



King's Virtual Fairs Updating About us

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Many students engage passively and may only look at your About Us section.

Making it **attractive** by **embedding an image** at the top and include links to your **social media, videos and website** for them to explore your organisation further to make the most out of the event.

This passive content is available before and after the event.



King's Virtual Fairs Updating About us

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Enter the URL of the image and set it to **900 wide** and ideally about 200 high, although aspect ratio is locked.

Having an image is like having a banner behind your physical stand



- Answer your questions about how this Pharmacy Fair works and how to get what you need
- Explore your career options in Pharmacy and beyond
- Explain how King's Careers & Employability supports you with career planning, applications and interviews
- All questions are welcome. There's no need to worry about asking the 'right thing'.



King's Virtual Fairs During the event



During the event you can **track the engagement** with your stand from the Engagement tab



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You can also monitor click throughs to the opportunities you have posted on our jobs board and linked to your stand