

# ROMBA 2020

## LGBTQ MBA & GRADUATE CONFERENCE

TIPS FOR A SUCCESSFUL CAREER EXPO: CORPORATE PARTNER EDITION  
CAREER EXPO DATES: OCTOBER 8 & 9, 12:00-2:30PM ET

### THANK YOU FOR YOUR PARTNERSHIP IN MAKING THIS A GREAT EVENT!

**PRIOR TO OCTOBER 8**, make sure all company reps planning to join your Expo booth have:

- Been added to your booth by your Company Organizer – they can **add members to your booth** under the **"MANAGE YOUR TEAM"** function on your exhibitor page. **Attendees must be registered for the event before you can add them to your team**
- Logged into the [ROMBA virtual community](#) and are comfortable navigating the platform.
- Downloaded Zoom on their device.

#### ON CAREER EXPO DAYS:

- The individual you have identified as the Company Organizer must be present to open the booth on October 8 & 9, at 12pm ET. They should plan to arrive 15 minutes prior to the start of the Expo in the unlikely chance they experience delays in getting into their booth.
- To open the booth, click **"ENTER VIRTUAL TRADESHOW BOOTH"** on your Expo booth home page.
- The Career Expo takes place in Zoom through our virtual platform, Pathable.

#### CREATING BREAKOUT ROOMS IN YOUR BOOTH:

- We suggest you place one company rep in the main Zoom room. You can then create multiple breakout rooms with at least one company rep in each.
  - The person in the main room will be responsible for greeting candidates as they enter your booth. They'll have a brief conversation to learn where they are in their MBA/career and their interests, and then assign them to the most relevant breakout room to speak with one of your colleagues.
  - Breakout rooms can be set up to suit your recruiting needs: by roles/expertise you're looking to fill, by internship and full time employment, etc.
  - Only the person with **"HOST"** privileges can create breakouts. Co-hosts can join breakouts but cannot create them. The Host is the first staff member to join the booth. The Host can pass their host privileges to another team member by clicking the upper right side of a team members screen and selecting **"MAKE HOST"**.
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**ENABLING A WAITING ROOM:** We anticipate a great deal of traffic at the Career Expo, and have taken several measures to help spread crowds across all booths. However, you can choose to **"ENABLE WAITING ROOM"** under the **"SECURITY"** tab in your zoom window to control flow of attendees into the main room. The waiting room allows you to control the pace of people entering your main room. You can send a message to attendees in the waiting room to give them a sense of timing, but they cannot chat back.

### **CANDIDATE CVS:**

- Candidates are not able to upload their CVs to your booth, but the majority of them have already uploaded them to our [GradLeaders portal](#), where you can access them at any time.
- We are recommending candidates have their CV ready to screen share at the Career Expo for times when there aren't crowds and company reps may have time to review them.

### **ACTION STEPS FOR CORPORATE PARTNERS INTERESTED IN A CANDIDATE:**

- Ask them to hit **"REQUEST INFO"** on your booth home page; this will send their details to your lead generation list that you can download at any time.
- While reps can spend as long as they want with a candidate, if you're seeing large crowds we recommend setting expectations upfront that conversations at the Expo will be brief, and set time in the days after the Expo to follow up with the candidates of your choice.
- Ask candidates of interest to attend panels, roundtables, and receptions that your colleagues are also attending, and encourage them to reach out.

**AUTHORIZATION TO WORK IN THE US:** To avoid lost time and frustration for you and candidates, we recommend you place a statement on your booth home page as to whether or not you are considering candidates who currently do not have authorization to work in the United States.

**DRESS CODE** is business casual

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.Conference Info and Full Agenda: [www.rombavirtualconference.com](http://www.rombavirtualconference.com)

Virtual Event takes place at: [romba2020.pathable.co](http://romba2020.pathable.co)

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**REACHING OUT**

[WWW.REACHINGOUTMBA.ORG](http://WWW.REACHINGOUTMBA.ORG)  
[INFO@REACHINGOUTMBA.ORG](mailto:INFO@REACHINGOUTMBA.ORG)