We will start promptly at 11:00 ET
Top 10 Tips for Maximizing Your Leads at NACAC Virtual College Fairs
Presenters

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● Virtual college fairs provide the opportunity for prospective students from around the nation and world to interact with your institution.
● Over 1.5 million students will be invited to these fairs!
● The virtual college fairs are a tremendous way to generate leads by creating engaging experiences for students, parents, and counselors.
Attendees (students, parents, and counselors) become a lead when they:

There are four ways to earn a lead at the NACAC Virtual College Fairs:

1. Attendees join a session
2. Attendees favorite an exhibitor
3. Attendees watch a video that you have uploaded
4. Attendees book a meeting with your institution
Tips for Creating Engaging Sessions

Tip 1:
- This is not a booth!
  - Do not create a single, multi-hour long session
- Don’t repeat the same session over and over.
  - Attendees have the choice of what they want to attend, make sure your session stands out.
- Create multiple shorter sessions throughout the day
  - 30-45 minutes in length
  - 2-4 sessions
Tip 2:
● Staff each session appropriately
  ○ 2 people per session (1 person to present and 1 person to answer chat questions via Zoom)
  ○ This is critical in ensuring that all attendee questions are answered!
Tip 3:

- Make sessions intentional
  - This means going well beyond an information session
  - Don’t just rely on a PowerPoint presentation
- Put yourself in the shoes of the attendee that you are speaking to
- There’s great opportunity to “WOW” attendees with:
  - Interview with a faculty sessions
  - Transfer Student Sessions
  - Student Life Sessions
  - Whatever you like - be creative!
Tip 1:

- Schedule and staff meetings correctly
  - Have at least 10 meetings set per fair
  - For even more engagement, schedule 10 more meetings after the fair
- Have different staff from Sessions available for meetings to ensure everything can be appropriately staffed
Tip 2:

● Students will be given a list of times at 15 minute intervals within the start and end times you set here. We tell them that meetings typically run up to 20 minutes long but we block off 30 minutes so that you may have time for a break.

● These will be 1-on-1 and hyper personalized so have a call to action for each student.
Tip 3:
- Set follow-ups for meetings
  - To ensure that you continue to engage with your leads, have your “after meeting” communication plan created
Tips To Wow Students with Videos

Tip 1:

- Create interesting, engaging videos
  - 4 minutes or less
  - Attendee and topic centric
- Examples include:
  - Current students or alumni showing off their favorite parts of your institution
  - Short faculty research videos
  - Scholarship and FAFSA related content
  - “Day in the life of a current student”
Tip 1:

- Don’t forget to utilize existing tags to create content that is related to tags.
  - This will help attendees find your institution, attend your sessions, and explore your video library.
- Your tags are associated with videos or sessions.
Two tools that are critical to the NACAC Virtual College Fairs:

1. Zoom
   - All sessions at the NACAC Virtual College Fairs are facilitated with Zoom

2. YouTube
   - All uploaded videos need to be links from YouTube videos

This will ensure a seamless and consistent experience for attendees.
There are five upcoming virtual college fairs!

August 19, 2-6pm ET (counselors only)

September 13, 12-8pm ET

October 12, 1-9pm ET

October 18, 12-8pm ET

November 8, 2-10pm ET
Q&A/Contact Information

Contact NACAC: virtualfairs@nacacnet.org

Contact VisitDays: support@visitdays.com

Slides will be distributed to attendees.