


EXHIBITOR CONFIRMATION PACKET



EXHIBITOR FINAL CHECKLIST

Thank you for your college's participation in a MPSEOC Virtual College Fair. Please review the following checklist to ensure the day is a great success!

- ✓ **Review your college's PROFILE page.** Go to MontanaColleges.com, click the "ORANGE Register" button and search for your college. How does everything look on your profile page? If you participated in a MPSEOC Virtual College Fair previously, is there anything within your profile that needs to be changed or updated? If you need to make a change, log into admin.visitdays.com. Then go to My Dashboard and click on Settings and then Exhibitor Profile. **Make sure you are scheduled correctly - Live Student Fair Times | Wednesday, April 7, 2021 @ 1pm - 3pm & Thursday, April 8, 2021 @ 9am - 11am |**
 - **April 5 - 8, 2021 |** For the 2 Live Student Fair blocks of time, exhibitors schedule **ONLY 2 Sessions** in your Visitday's Profile with each session spanning 2 hours. No other Live sessions or 1-on-1 meetings are permitted to happen from April 5 - 8, 2021.
 - **April 9 - 30, 2021** is open scheduling, you are welcome to schedule other live sessions, 1-on-1 meetings, live chat, etc. as you would like in the virtual platform and invite students to attend.
- ✓ **Remove PASSCODES.** Open your Zoom application and look at the meetings you created for the fair. Make sure none of your meetings require a passcode or registration. (These will prevent students from entering your live session or one-on-one meeting.) Please contact Support@Visitdays.com with technical support questions.
- ✓ **Double check for TIME ZONE differences.** Go to MontanaColleges.com, click the "ORANGE Register" button and search for your college and look at your live sessions. This is what students will see. Your sessions are listed in Mountain Standard Time (MST). Next, open your Zoom application and look at the meetings you created for your live sessions. Make sure they are listed in MST Time and so correspond with what students see at the live fair platform.
- ✓ **Review your LIVE SESSIONS set up.** Open your Zoom application and look at the meetings you created for your live sessions for the day of the fair. First, make sure none of these Zoom meetings require a passcode or registration (see above for details). Also, double check for time zone differences (see above for details).
- ✓ **Check YOUR ZOOM ACCOUNT Capacity Limits** - On the platform (admin.visitdays.com), make sure the capacity limit for your session isn't too strict. The default limit is 95, but you will probably want to increase this if your Zoom account comes with a "large meeting add-on." We suggest 300 if so. Also, check your zoom account to make sure it accommodates your expected number.
- ✓ **Determine your LIVE CHAT strategy.** Decide if and when you will offer Live Chat. Remember that a student or parent who text chats with you will expect a response. Determine how you will staff Live Chat and what your plan is for responding. See details in the Live Chat video @ <https://www.montanacollegefair.com/visitdays-profile.html>.
- ✓ **Review the set up for each ONE-ON-ONE meeting.** From April 9-30, 2021, you are welcome to host these meeting options. Ask each admission representative who is offering one-on-one scheduled meetings to double check their settings. They should open their Zoom application and make sure to enable Zoom's waiting room feature so students don't accidentally interrupt each other's appointments. Also, double check for time zone differences (see above for details). If several admission representatives are offering one-on-one meetings at the same time (concurrent or overlapping), make sure everyone is using different Zoom links.
- ✓ **Add TAGS to your VIDEOS.** This is a great way for students to quickly search and find related videos. You don't want to miss this easy step to get better interaction and reach with students.
- ✓ **Highlight the "HEART"  Feature on your profile.** We recommend making sure your background picture highlights and shows the heart feature. This is how students like your profile and save it in their dashboard to revisit later. It also adds that student to your contact list.
- ✓ **PROFILE CHANGES.** Within 24 hours of the LIVE event, we recommend not making any other changes. Make sure all your sessions are in your profile for students to see and schedule. Making changes after the event starts only causes frustration and confusion for students, counselors, parents, etc.
- ✓ **Try out the PROSPECTS EXPORT.** Get in touch with the person who has been designated as your organization's Leads Contact for this fair. Ask them to be ready to export the Prospects Report once the fair ends. This report contains complete contact and other valuable information for anyone who interacted with your organization's content at virtualcollegefairs.org. The Leads Contact will log into admin.visitdays.com and click on the blue star icon in the left navigation. This will give them the Prospects option and they'll see a large orange "Export" button at the top right.
- ✓ **Do you need TECHNICAL Help?** We are here to help you! With technical questions, please reach out directly to Visitdays @ support@visitdays.com. With general event questions, contact: Amy.Leary@MontanaColleges.com or 406.531.3531. Thank you!



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PROMOTIONAL RESOURCES

We highly recommend that you promote your own sessions and the overall fair to your Montana student and parent contacts! Help spread the word!

Take advantage of your institution's Visitday's / Heydays profile page URL

- ✓ Several institutions are taking advantage of their *Visitdays / Heydays* profile page & live sessions links. They are including this page link in social media posts and emails to their applicant pool.
- ✓ The profile page is a permanent webpage with a unique URL. If a student is already signed up at *the Montana Visitday's Event*, their contact information will be included in your prospects report after they visit your profile page. In addition, directing students to your profile page means they will see the new chat button and can easily message you from there.

Customizable graphics for student outreach

- ✓ Let prospective students know they can find you at an upcoming Montana Virtual College & Career Fair!
- ✓ Just download the following pre-sized and customizable graphics, drop in your logo, and send to your prospect list or post to social media.
- ✓ Graphics are available for each fair @ www.MontanaColleges.com/promotions :
 - Facebook
 - Twitter
 - Instagram
 - Email
 - Posters