

# Best Practices for Staffing a Booth at the Stanford Virtual Activities Fair

## BEFORE

- Create promotional materials
  - Contact OSE for help
- Advertise
- Customize your booth
- Build a booth staffing schedule
- Craft an elevator pitch
- Prepare any games/activities:
  - Trivia, raffle, etc.
- Prepare materials:
  - Slide deck, sign-up sheet, contact information, calendars, website, social media, etc.
- Prepare for possible questions
- Get organized
- Arrive early for final preparations

## DURING

- Be patient, understanding, genuine, engaging, and adaptable
  - Provide students with additional resources
  - Connect attendees to your organization's social media
  - Staff your booth with multiple organization members
  - Smile and have fun
  - Thank your attendees
- Video conferencing
- Film in a quiet location with good lighting
  - Keep a non-distracting background
  - Maintain physically stable video
  - Look into the camera when talking
  - Take security precautions to avoid online video conference bombing

## AFTER

- Follow up with prospective members/students
- Reflect on the experience
- Send out:
  - Contact information
  - Social media handles
  - Calendars/Information on upcoming events
  - Additional resources