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.

**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

**AFTER**
- Follow up with prospective members/students
- Reflect on the experience

**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

**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

**Send out:**
- Contact information
- Social media handles
- Calendars/Information on upcoming events
- Additional resources

Contact studentengagement@stanford.edu with any suggestions, questions, comments, or concerns.