Moving from In-Person to Virtual Presence at Conventions and Career Fairs

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USDA’s National Agricultural Statistics Service

UNECE Workshop on Communication and Human Resource Mgt. in COVID-19
Virtual Meeting 9 September 2020
Welcome!

Today we will cover...

Our experience in moving from in-person to virtual presence at conventions, exhibitions, and career fairs.

• Identifying the challenge
• Determining the needs
• Creating solutions
• Looking to the future
Our Mission and Values

The NASS mission is to provide timely, accurate, and useful statistics in service to U.S. agriculture.

Our Core Values:
- Policy relevance
- Objectivity
- Credibility
- Trust
- Commitment
Communications Goals

Raise the perceived value of USDA NASS and its products and services in order to increase survey participation as well as awareness and use of data.

Many strategies and tactics to accomplish the goals, including:

- Attend industry events to interact personally and build relationships with data users and providers and those who are influential to them.

- Attend career fairs to hire talented employees
NASS Structure

- More than 800 personnel – About 50% are located in field offices in almost every state and 50% are in Washington, D.C.
- One state statistician in each state
- State statistician work was mostly statistical in the past.
- Now state statistician work is mostly outreach and public relations.
Exhibits and Trade Shows

- 60+ national events
- Hundreds of local events
Identifying the Problem

Moving from In-Person to Virtual

- Many virtual opportunities, not many at NASS wanted to participate.
- Knowledge gap
- Little time to learn
- Fear of unstable technology
- Seemed overwhelming
- Didn’t know where or how to start
- Lack of interaction
Identifying the Opportunities

- Easy step-by-step instructions
- Technical assistance
- More reach
- Longer time
- More exposure
- Time and money savings
- Pre-event promotion opportunities
- Post-event follow-up opportunities
- Post-event analytics and feedback
Determining the Needs

- Talked with staff about experiences with virtual events and to identify priorities
- Met with leadership to agree on approach
- Encouraged conversation between field offices to learn from each other
- Created task groups:
  1. conventions/exhibitions
  2. career fairs
Determining the Needs

Find commonalities among shows and platforms to prioritize.

- Digital graphics (Heroes, Banners, Ads, Backdrops, etc.)
- Documents/“handouts”
- Presentations
- Videos
- Profiles/Descriptions
- Platforms – Many
Determining the Needs

Tools, Templates, Tips, and Training

- Prioritize most commonly needed items
- Create easy to use templates with software available to all
- Consistent branding
- High quality products to be proud of
- Easy access
- Sharing best practices and “what’s working”
- Training and tips
Creating the Solutions

Early planning and preparation!!

- Learn about platform
- Determine what the event offers
- Plan to advertise
- Plan to engage
- Plan to follow-up
- Start preparing

CHECKLIST
To fill in a booth you need at least:
- The name of the company
- The link of the company website
- 1 Contact information (name, email, phone number)
- 1 logo (.jpg maximum file size 5MB)
- 1 banner: 390x300 (.jpg maximum file size 5MB)
- 1 poster: 650x450 (.jpg maximum file size 5MB)

However, we recommend you to provide as much information as you can about your company, brand or department to ensure a better understanding of what you offer and the best experience of users. Here is the list of other things you may want to add:
- Social media link
- Description of the company (4000 characters max.)
- Another text explaining what your company is looking for or is offering (4000 characters max)
- Link to YouTube videos
- Any file you want visitors to have access to

Easy Virtual Fair
Handshake
Symplicity
PremierVirtual
Pathable
Many, many others
Creating the Solutions

← Templates and instructions for Zoom backgrounds
↓ Easily customizable
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Update and re-purpose existing print and online career information and graphics.
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Traditional print ad, easily adaptable
↓ Ad template w/video

College students: a paid summer 2021 internship with USDA awaits you!

The U.S. Department of Agriculture’s National Agricultural Statistics Service (NASS) invites you to get started in federal service working in agriculture, statistics, math, and other fields.

Make a difference. NASS is the official source of comprehensive, current information on the farms, ranches, and people who provide food, feed, and fiber to our nation and the world.

Contact:
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michael.klamm@usda.gov
nass.usda.gov/About_NASS/Opportunities

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www.linktosignup.com
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← Canva – Easy for design

↓ Graphic for Handshake meeting platform
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Back to the pavilion

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Digital Flyer/Handout
↓ Pre-recorded and edited presentations

EVERY RESPONSE MATTERS...

THE 2019 ORGANIC SURVEY
COMING THIS DECEMBER

Your response means stronger data. Good data inform better decisions. Respond online, by mail, or telephone by January 10, 2020.

www.nass.usda.gov/go/organic
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“FO Exchange”

MS Teams
- Idea sharing
- File repository
- Accessible to all
Looking to the Future

- Track results
- Evaluate effectiveness
- Continue templates, tips, tools and training – build capacity
- Strengthen the network and best practice community
- Virtual events will continue with in-person events

Build On-Going Strategy
Thank You...

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