



Educational Liaison Association Of Alberta

Dear Counsellors, Career Practitioners, Teachers, and Educational Support Staff,

Hello!

With ELAA's events staying online this spring, we wanted to provide some information on how things will differ from previous ELAA events that we have done in-person. First, we have done all we can to provide an experience that closely mimics what students and you have come to expect. Students will enter our virtual environment and connect with the booths that interest them and ask questions to recruiters who are waiting and ready to provide live responses. This year, students will get to browse our 28 member institutions content and chat with them from the comfort of their homes!

As a counsellor, you will be responsible for promoting the event to your students. Please use this document as a resource for marketing and for more information about our virtual event. Please encourage students to register in advance, attend the event, and ask questions the same as they would at an in-person event. Students can collect documents, like viewbooks or other forms, in the booths by adding it to their briefcases. They should download any items in their briefcase to save the documents to their computers before the event ends.

The event space will open at the scheduled time and close shortly after the posted end time, giving students time to browse booths and chat with recruiters. Students are welcome to spend as much (or as little) time in the event, and students are welcome to attend multiple days. Contact information for institutions will be available at the booths if students miss the opportunity to live chat with a representative!

If anyone runs into challenges, they can navigate to the lobby where there is a help desk. Our ELAA executive team will staff this each event to be ready with some technical help if needed.

If you have any questions leading up to events, please contact us at info@elaa.ab.ca!

All the best,

Your 2021/22 ELAA Executive Team

VIRTUAL EVENT WALK THROUGH

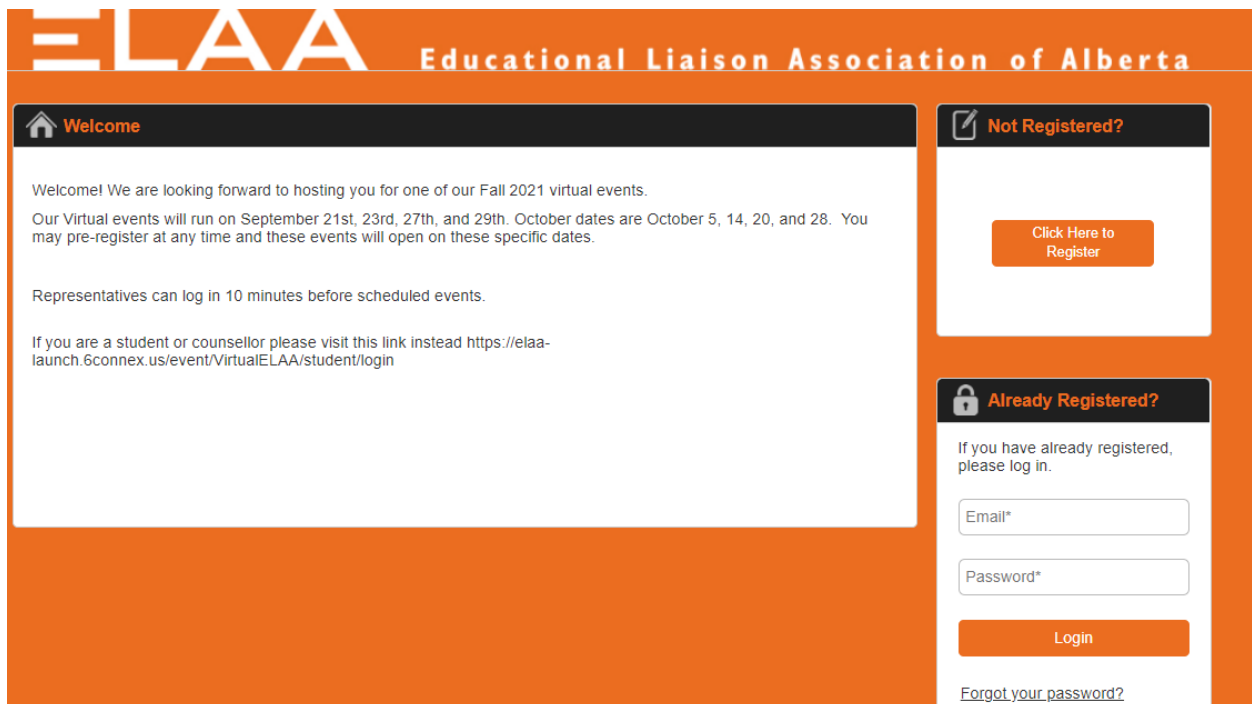
We are excited to invite you to a virtual Educational Liaison Association of Alberta (ELAA) fair!
Here is our fall event schedule:

- September 21, 11-1 pm MT
- September 23, 5-7 pm MT
- September 27, 5-7 pm MT
- September 29, 5-7 pm MT

NEW DATES ADDED:

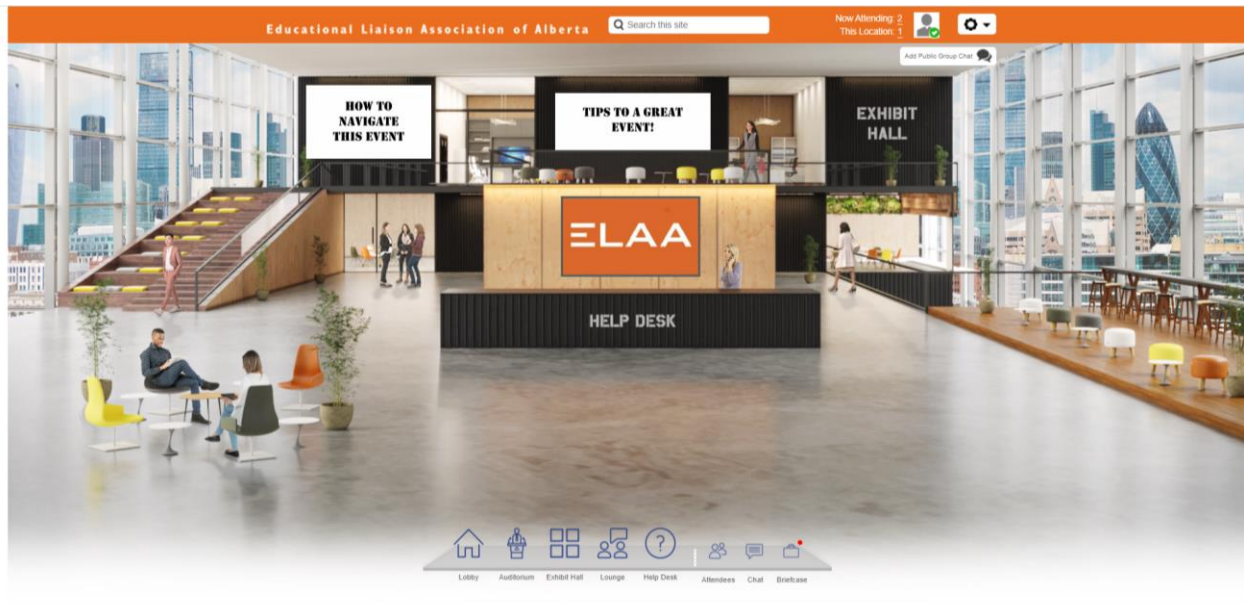
- October 5, 5-7 pm MT
- October 14, 11-1 pm MT
- October 20, 5-7 pm MT
- October 28, 5-7 pm MT

ELAA events are a fantastic opportunity for you to ask questions to 28 Alberta post-secondary institutions including Colleges, Universities, Technical Institutions, the RCMP, and Canadian Forces. In this virtual booth fair, you can inquire about programs, admission requirements, scholarships, housing, and much more! Nowhere else do you get all these institutions in one place, so be sure to take full advantage of this opportunity to plan for your future.

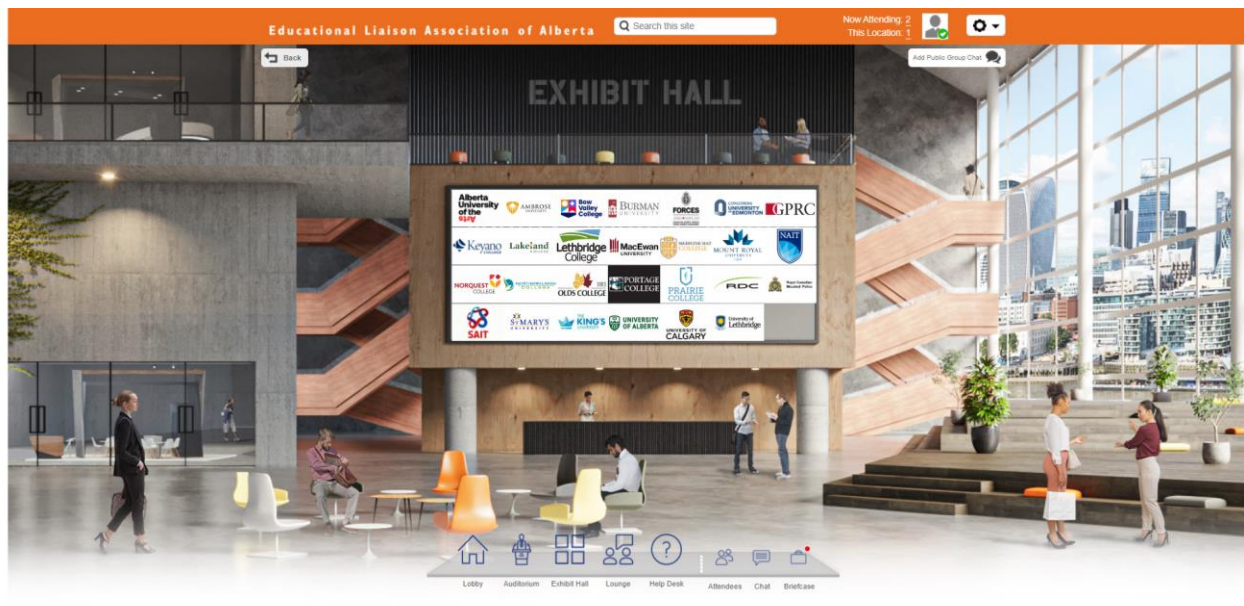


The screenshot shows the ELAA (Educational Liaison Association of Alberta) virtual event registration page. The page has an orange header with the ELAA logo and name. The main content area is divided into two columns. The left column has a 'Welcome' section with a home icon, followed by a paragraph of text: 'Welcome! We are looking forward to hosting you for one of our Fall 2021 virtual events. Our Virtual events will run on September 21st, 23rd, 27th, and 29th. October dates are October 5, 14, 20, and 28. You may pre-register at any time and these events will open on these specific dates.' Below this is another paragraph: 'Representatives can log in 10 minutes before scheduled events.' At the bottom of the left column is a link: 'If you are a student or counsellor please visit this link instead https://elaa-launch.6connex.us/event/VirtualELAA/student/login'. The right column has two sections. The top section is titled 'Not Registered?' with a notepad icon and a red button that says 'Click Here to Register'. The bottom section is titled 'Already Registered?' with a lock icon and text: 'If you have already registered, please log in.' Below this are two input fields for 'Email*' and 'Password*', a red 'Login' button, and a link: 'Forgot your password?'.

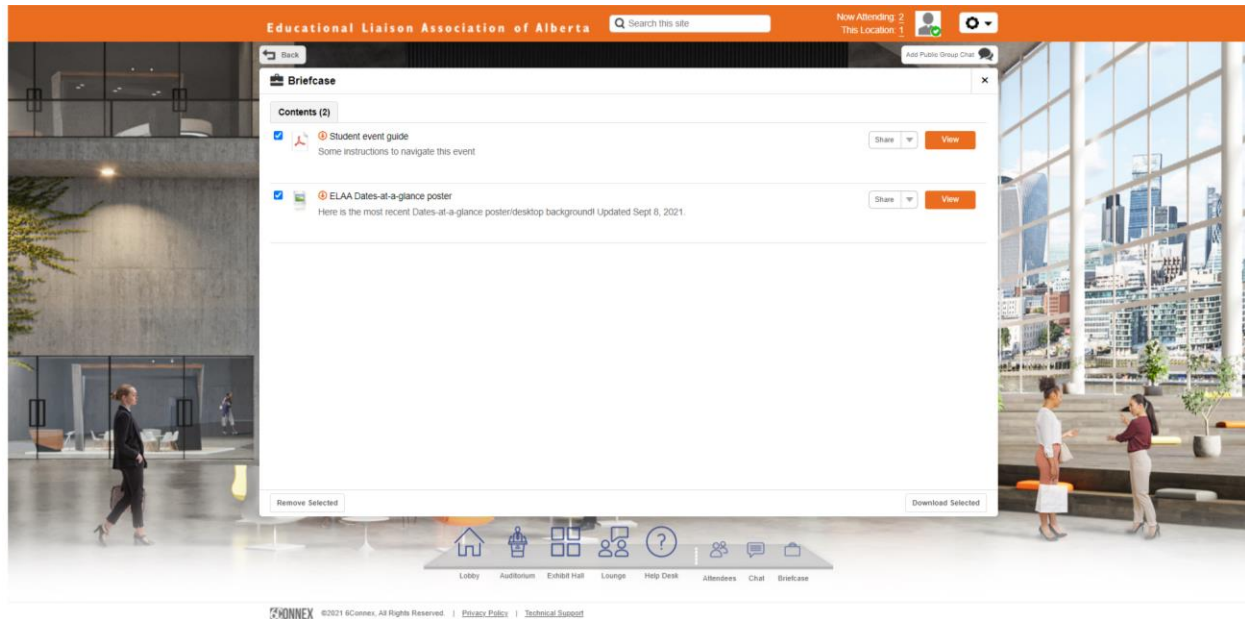
To register, please visit <https://elaa-launch.6connex.us/event/VirtualELAA/student/register> and register in the top right corner. You must be registered to join and can register in advance of the actual event. Once you are registered, you can attend by logging in from the same link **during event hours**. You will not be able to login outside of event hours.



Once logged in, you'll automatically enter the lobby. From here, you can navigate to different sections of the event. Visit the Help Desk if you get stuck and need help navigating the event. In How to Navigate This Event, you will find general post-secondary resources, the ELAA Counsellor Guide and a link to ALIS Alberta. In Tips to a Great Event, Mike shows you how to navigate the event and make the most of your time in a pre-recorded video. Click on the Exhibit Hall to see our member institutions to explore and learn more about post-secondary opportunities in Alberta. Be sure to visit each booth and see if they have programs and experiences that might be right for you! You can also navigate through the event by using the blue buttons at the bottom of the page.



From the Exhibit Hall, you will be able to click on an institution's logo to access their virtual booth. In each booth you will be able to ask questions via the chatroom and recruiters can connect with you one on one if needed. There are materials, such as viewbooks, that you can collect in your briefcase by selecting the briefcase icon at the menu on the bottom. Be sure to download items in your briefcase before the event is over so you have access to it after the event!



Click each item in your briefcase you want to download and then click the download selected in the bottom right corner to download a zip file. Ask for help in the lobby at the help desk if you are having trouble with anything!

The ELAA executive team recommends that you check out each institution's virtual booth to see if they have programs that might be a good fit for you. You should also understand the admission requirements, application deadlines, and costs. Don't forget to ask about their info on athletics, extra-curricular, scholarships, housing, and all the other exciting opportunities that await you in your post-secondary journey!

TIPS TO ENCOURAGE ENGAGEMENT

In a typical year, we appreciate when we see you chatting with students and directing them towards our booths to ask questions when they may be feeling a little shy or overwhelmed. This year, that will look a little different in our virtual environment. We thought we would include a couple ideas for how you might engage your students in this unusual year:

1. Share registration information with your school community.
 - a. We encourage you to share our event information through your website, social media, newsletters, virtual classrooms, or school tv screens. We do have promotional slides for download on the website.
2. Create an assignment for students to make sure they attend and participate.
 - a. Have an assignment sheet where they have to log which booths they connected to and what program they asked about
 - b. Provide some guiding questions to get them started but make sure there is room for them to ask other questions so that they think for themselves what they want out of a post-secondary program or institution.
3. Remind them of event time and help with registration while in class.
 - a. To make sure your students are registered, have them go through the simple process while in class with you.
 - b. Send out reminders to students (and parents) so that they don't forget!
4. Register yourself for the event and chat with students by adding them to chat in the bottom right corner.
 - a. This is one on one primarily and won't work for addressing your entire student body, as there are several schools attending each event, not just yours.
 - b. You can notify your students that you will be attending the event and with your name they can search you in chat and connect with you too. This will allow you to help students find schools to speak to...or encourage them to ask around at each booth since they won't have to worry about lines like in typical years!
5. Talk to the executive at info@elaa.ab.ca if you have any questions, concerns, or ideas for your event and maybe we can help out!