

EMPLOYERS AT A JOB FAIR: *Tips for Success*



BEFORE THE FAIR

- ❖ Check the fair schedule to make sure you have adequate staffing at your booth through the advertised start and end times
- ❖ Arrive early to set up and explore the site
- ❖ Pack ahead of the fair day, to ensure you don't forget anything important. Remember pens for completing applications and note paper for your own use
- ❖ Determine now if you will provide or accept paper applications, or if you will bring a computer to access completed online applications. Will you accept submitted resumes?
- ❖ Colors and logos get attention – and create lasting memories! Do you have a uniform shirt, some promotional items to give away, and corporate branding to hang on the tables and on the booth space dividers?

THINGS TO BRING

- ❖ Your business cards – or wallet cards with the corporate logo and the URL for your Careers & Employment page on the company website
- ❖ Copies of job postings, job titles with descriptions, and valuable skills: 20-50 copies for job seekers to take away!
- ❖ Prepare conversation starters: what are the five best things about your company or the jobs you are trying to fill?
- ❖ Promotional items and banners, flags, swags, and stand-up displays

DURING THE FAIR

- ❖ Consider standing in front of or to the side of your table to be more visible and inviting
- ❖ Address passers-by who may not be looking at your booth
- ❖ Take notes for next time!
- ❖ Be sure to let applicants know what happens next in your hiring process
- ❖ Many job seekers come in during the last hour of the fair – don't pack up and leave early!

AFTER THE FAIR

- ❖ Please hand your completed evaluation to one of the fair's organizers! Your comments are valuable to the planning committee.
- ❖ Share your tips for success with the fair committee! Thank you!
- ❖ Follow-up within a week with job seekers, applicants, and candidates you met at the fair