



Best Career Fair Tips FOR EMPLOYERS



It's a job seekers' market. Be prepared to showcase your company and positions in the most positive way possible. Here are 10 tips for making the most of your career fair experience:

ADVERTISE THE EVENT

A few weeks before the job fair, advertise that your company is hiring and participating in the event. Post details on social media. On the day of the event, take a selfie to remind job seekers to stop by your booth. Those familiar with your brand or job seekers who would like to learn more about your organization will know to stop by. Announce any prizes or giveaways that you are handing out.

CHOOSE YOUR TEAM

Pick team members who'll best represent your company during this event, such as recruiters and HR staff. They're best positioned to initiate discussions with candidates, present your business in the best light, manage resume intake, and coordinate interviews.

Hiring managers can screen and interview candidates on-site, describe the scope of responsibilities for open positions, and answer questions from job seekers.

Other team members can provide an authentic account of your work culture and explain day-to-day activities of the job.

TRAIN YOUR TEAM MEMBERS

The words and behavior of your company representatives are a reflection of your organization, so it is absolutely essential to give the right impression. They need to be fully aware of your organization's goals at the career fair and how to achieve them. Make sure they know what positions are open, what candidates are right and how you intend to reach them. Make sure they understand how you expect them to interact with job seekers and memorize a one-minute elevator speech on the organization.

Have a clear dress code. Wear matching, logoed apparel and name tags and have business cards on hand.

HAND OUT PROMOTIONAL MATERIALS

Provide some kind of promotional material to help attendees become more familiar with your company and corporate culture. For example, offer a can koozie with a small handout, brochure or other personalized giveaway.

Have a list of open positions and job descriptions, work schedule and benefits, such as college reimbursement. Talk about your culture, work schedule flexibility, and career paths.

OFFER ENTICING GIVEAWAYS

Offer something "extra" to attract attendees to your booth and get them engaged with your recruiters. This may create a buzz needed to start a conversation with the most qualified candidates. Hold hourly drawings for t-shirts, gas cards, restaurant gift cards or other fun items. Have candidates print their full name, email address and phone number to qualify. This will make it easy for you to follow up with these candidates post-event.

STAND!

Career fairs can be intimidating, so be as inviting as possible. Avoid sitting behind your table, talking with co-workers or working on your phone or computer. Engage attendees by standing in front of or beside your booth and greeting those who pass by. You are selling your business and its culture, so be approachable and friendly to everyone at all times.

PREPARE PRE-QUALIFICATION QUESTIONS FOR POTENTIAL CANDIDATES

A great way to use your time at a career fair wisely is to conduct "pseudo-interviews" to pre-qualify candidates. Prepare a list of evaluation questions to gauge potential applicants' skills, background, and interest in your organization.

INTERVIEW ON THE SPOT

Engage a job seeker immediately. Don't leave them empty-handed. When a job seeker hands you a resume, accept it. If they must complete an online application, have a laptop so you can assist them.

Inform qualified candidates when they will hear back from you. Tell candidates who are not a good match that you'll contact them when there's a suitable open position.

MAKE AN OFFER

Job seekers in today's market are looking for an immediate change. If you found a great fit for your company, don't waste any time. Be prepared to interview and possibly make a job offer at the career fair.

FOLLOW UP WITH APPLICANTS

It is very important to follow up immediately if you want to keep people interested. Failure to do so can keep you from finding the people you want and damage your organization's image. Savvy job seekers send out multiple applications, and the company that replies fastest can easily come out on top. Make sure you leave a positive, lasting impression on the job seeker, so you are their employer of choice.



A Proud Partner of the American Job Center Network

The Minnesota WorkForce Centers are equal opportunity employers and service providers.

Upon request, the information in this document can be made accessible by contacting your local WorkForce Center.