

Career Fair Makeover

NOT GETTING WHAT YOU EXPECTED OUT OF THAT CAREER FAIR?



TIPS TO INCREASE CANDIDATE ENGAGEMENT BOTH BEFORE AND AFTER THE FAIR

Before the Event - Know your audience prior to the fair. Offer pre-event webinars that focus on resume writing or interview skills. You may even be able to network and get to know the candidates before they come to your booth.

Be Prepared - Make sure you have a team of well-versed staff there to communicate the organizations mission and what you are looking for in a candidate. Have handouts or engaging material.

Appearances Count (Booth Space) - Tell the organizer exactly where you want your booth to be positioned. Make sure you are put into a space that is visible and easily accessible to everyone.

Incorporate Social Media - If you're targeting students, considering connecting with them via social media platforms. Show them what you're doing on your website or Instagram handle. Use iPads to collect their information or create event specific portals.

Start a Conversation - Don't stand behind your booth. Make sure you are in front and ready to start a conversation. The more outgoing and personable you are, the more energetic and excited the candidates will be to learn about your organization.

After the Fair - Have a plan. Follow up with an email or phone call thanking candidates for their interest in your organization.



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