

## How to get the most out of a career fair

### Benefits of participating

- i) Building awareness of your company and its purpose
- ii) Gathering interest/resumes from a wider selection of candidates
- iii) Networking with other business professionals

### Before the career fair

- 1) Develop your recruitment and hiring goals
- 2) Create booth designs and order merchandise
  - i) Order fun merchandise with your company's logo
  - ii) Give away unique items
- 3) Think of questions to ask candidates including about education and experience
- 4) Market and advertise your attendance at the event

### At the career fair

- 1) Provide business cards and wear name tags
- 2) Arrive early to set up the booth
  - i) At least 30 minutes to an hour before it starts
- 3) Reach out to interested individuals a few days after the event
  - i) Invite them to interview
- 4) Decide if you will be accepting resumes
- 5) Know which positions you are actively trying to fill
- 6) Measure your results to determine what you need to improve for the next career fair