

Maximizing your Job Fair experience: Ten ideas for recruiting employees



1. **Create an attractive booth space.** Appeal to potential candidates with an engaging booth space that effectively promotes your company and its brand. Consider what will help you explain your business to candidates. Think of ways to help you start conversations easily. Displays can enhance a booth space, but please ensure they fit in the 8-foot space provided.
2. **Send your best people.** Enthusiastic, friendly, and knowledgeable employees are the best ones to represent your company. Ensure your representatives are approachable and are comfortable meeting candidates.
3. **Stand up and engage.** Job fairs can be intimidating for job seekers, so it's up to you to be inviting. Standing in front of your booth can help and a smile and greeting may attract the right candidates. If you need to check your phone or computer, there is space available in the hotel lobby.
4. **Bring business cards and wear a name tag.** Use the job fair as a way to connect with new people. Business cards and name tags are simple ice breakers and encourage communication with all potential candidates, including those who you may not get a chance to meet.
5. **Have materials to hand out.** Having something tangible for job seekers to take with them may leave a lasting impression and can allow attendees to become more familiar with your company.
6. **Be on time.** Set up begins at 12 p.m. and we ask that all booths are set up by 2 p.m. Although the event starts at 3 p.m., participants often arrive early so please ensure representatives are at your booth by 2:30 p.m. and are available until 7 p.m.
7. **Be knowledgeable about the positions you are recruiting for.** Make sure you have specific details about the jobs you are trying to fill. Providing these details from the onset will help to ensure that only interested and qualified candidates apply.
8. **Decide how you are accepting résumés.** Your company may require online applications. Have a QR code at your table, so job seekers can apply on-the-spot. Time permitting, reviewing a potential employee's résumé on the spot may provide an opportunity for pre-screening.
9. **Be ready for on-the-spot interviews.** If a job seeker seems particularly suited for one of your positions, feel free to leverage the job fair to initiate the recruitment process. You may want to prepare questions to ask candidates. Space will be available for on-site interviews.
10. **Follow up promptly after the job fair.** Responding to all inquiries as soon as possible after the event is an effective way to keep potential candidates engaged.