

# CAREER FAIR SUCCESS GUIDE

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## During the Fair

- ☑ Identify one or two representatives to attend the fair and staff your exhibit.
- ☑ Representatives should be prepared to talk about your industry and organization, the career opportunities available, the preparation it takes to pursue them, hiring requirements, and compensation.
- ☑ Supply brochures or handouts when possible. Bring business cards, as students will inquire about them. Company giveaways are always welcomed.
- ☑ We will provide an undecorated table with a solid black tablecloth, but feel free to bring a tablecloth with your company logo as well as exhibitor displays, signs, etc.
- ☑ Be willing to interact with all students - including freshmen. Freshmen and sophomore students attend career fairs not only to learn about internship opportunities, but to network and to begin building a pipeline for their future success.

## During and Beyond the Fair

- ☑ If conducting an INFORMATION SESSION days or weeks after the fair:
  - At the fair, create a sign-up sheet for students to list their name and email. You can scan and email that list to our office, so we can send a reminder to students before the date of the event.
  - During the fair, advertise a “give a way” that will take place for those present at the information session.
- ☑ If hosting ON-CAMPUS INTERVIEWS immediately following or weeks following the fair:
  - Create a sign-up sheet and collect resumes at the fair.
  - Instruct students to log into CAREERlink to apply for consideration or instruct them that you will be creating the interview list (and instruct them on how to apply).
- ☑ Conduct ATU TALKS to keep your organization in the forefront of students minds.

## Beyond the Fair

- ☑ Construct a cohesive campus recruiting strategy by building each event off of the other (*i.e., if you will be on campus for a career fair, follow that up with an interview day*). On the same day as your scheduled interview, make an appointment to engage with faculty or student group organizations to help expand your brand on campus to a wider audience.
- ☑ Realize that being on campus and staying in front of students helps students see that you are an employer of choice.
- ☑ Know how to sell your story to students on campus and create meaningful events that will attract students who really want to work with your organization.
- ☑ Immediately following the fall semester is a great time to start building your pipeline for the following year by engaging with freshmen and sophomores. Build recruiting events during the spring semester to reach the top talent before competitors have the chance. Some events include: boot camps, Rush Week (site tours/interviews), tailgate parties before games, workshops (ATU Talks), Classroom ATU Talks, and RSO ATU Talks. There are so many ways you can keep students engaged with your organization.