

✓ Employer Tip Sheet

Maximizing Outcomes at Job Fairs: Colleges & Universities



Employers invest a great deal of time and resources in career fairs, with hopes of meeting college students at the top of their field to support the future of the company.

Although career fairs prove more beneficial for some companies than others, employers should still consider attending. Check out our tips for maximizing your presence at college job fairs.

✓ **Be Present.**

Although on the clock, employees and employers at job fairs should put down their phones and tablets, and be present. Check email when you take a break, return phone calls on the drive back to the office. You'll never make any connections if you're not paying attention. Students can tell when you are disengaged, distracted, or uninterested. The more engaged you are at the career fair, the more likely students are to engage with you, and your organization.

✓ **Avoid the "Double Referral."**

Students are *referred* to career fairs because their career coaches, professors, friends, and parents all urge them to attend. The dreaded "double referral" occurs when the employer advises the student to visit the website to apply for jobs.

While this may be the protocol for your company, you can avoid the double referral by offering your contact information to the student *in the moment*. Let them know that although they are required to apply online, they can keep in touch with you if they have questions about the application process. Personalize your approach to ensure that a strong potential candidate does not feel discouraged by the "double referral."

✓ **Turn Up for a Good Turnout.**

In order to get the best ROI for career fair attendance, employers hope for a good turnout. Yet inexplicably, employers tend to leave such events early, or arrive late, missing their chances of meeting the most promising job candidates at the career fair. It's understandable that work will take precedence, but stick around as long as you can—you never know when the perfect candidate will approach your booth.