

Careers Fair Hints & Tips

1. BE PREPARED

Make sure you have all relevant material printed off.
If you are offering job opportunities, make sure you are familiar with the job requirements.

Arriving early gives you a chance to secure a spot in a prime area of the room, as well as giving you plenty of time to set up your company stand.

2. ARRIVE EARLY

3. SELECT THE RIGHT STAFF

Sending your most engaging employees to represent the company will help to maximise your time at the Careers Fair. Consider who is best placed to engage with the students.

Bring along some promotional material, even if it is something as simple as branded pens. This will help to attract young people to your company stand.

4. BRING PROMOTIONAL MATERIAL

5. BE PROACTIVE IN APPROACHING ATTENDEES

Students may not have the confidence to approach your stand. Make sure you show initiative in speaking to students – and to their parents or guardians.

If you are offering a job vacancy, have the application forms printed out so you can hand them out. Alternatively, bring a folder along to collect CVs or job applications.

6. HIGHLIGHT ANY CURRENT OR UPCOMING JOB OPPORTUNITIES

7. KNOW YOUR TARGET AUDIENCE

Consider who your target audience is. If you are recruiting, target these opportunities at those who are eligible to apply. For a younger audience, focus on awareness raising.

Use visual aids to make your stand more interactive - this can also help attract students to your stall.

8. USE VISUAL AIDS