Tips for Employer Success at FVTC Job Fairs

- Have promotional materials printed

- Bring business cards and wear a nametag

- Arrive in plenty of time to set up

- Consider dressing in layers, as unfortunately the temperature in the Fair facility is unpredictable and can fluctuate between too warm and too cool.

- The best way to welcome potential new employees is to stand, not sit, at your exhibit. Stay off phone / laptop

- Engage – Don't wait for students to approach you; consider asking open-ended, yet specific questions (i.e., "Are you interested in an IT career with the country's leading software manufacturer?"). Avoid the "hard sell" and consider a softer, informative style.

- Know which positions you are actively trying to fill

- You want to make a good first impression, so make sure whoever is staffing the booth is fully informed and prepared to talk with students about (1) your organization and its culture, (2) the position(s) you're recruiting for, and (3) your hiring procedures/policies.

- Focus on meeting student needs — Too often, a hard sell on employer branding supersedes communicating with students about positions and company culture.
- If you are unable to accept resumes at the Fair, you will want to be able to explain (1) why, (2) what the alternate application procedures are, and (3) why it is still beneficial that students talked with you at the Fair. Supplying this information is a great way to build and maintain relationships with candidates. Many students seem to question the value of attending these events if they are repeatedly told to "just apply on our website."
- Be sure to complete your registration form fully, carefully (i.e., avoid misspellings and typos) and according to directions; as what is ultimately shared with students comes directly from the online registration form.
- Post your position(s) in Wisconsin TechConnect prior to the fair. Feel free to Include a note in the "Additional Information" section inviting students to visit you at your booth at an upcoming job fair and include the fair title and date.