**Tips for Recruiting at Job Fairs**

The goal of the Collegiate Job Fair is to connect companies and organizations with graduating students who will be productive employees. Bringing the area’s most successful companies and brightest students together in one place always leads to some lucrative connections, but we’ve compiled several tips that might help you maximize the effectiveness of the job fair.

Before the Job Fair

* Be sure to fill in all the details of your registration form. Students review this information to prepare for the fair and determine which companies are best suited for them.
* Consider placing an ad in the job fair program for greater exposure.
* Advertise your participation in various student newspapers. Our staff can help make suggestions.
* Carefully check that you have provided all the necessary details about what is needed for your booth space.
* Confirm delivery of any materials you have shipped to the job fair site.

During the Job Fair

* If you have existing staff members who graduated from area colleges and universities, consider bringing them to the job fair. They can make connections with students who attend those schools and provide success stories.
* Appear approachable by standing in front of your booth and greeting students.
* Be sure to stay for the entire job fair. Students tend to have busy schedules and might not be able to arrive until the end of the fair.
* Be aware that some students may want to have exploratory discussions and might not be as set on a career path as other job seekers.
* Bring plenty of business cards, promotional items, brochures, and so on, so that students have materials to take with them.

After the Job Fair

* Please complete the survey provided in your folder. Your feedback is vital to us as we plan future events.
* Stay connected with students; let them know the status of their applications in a reasonable amount of time.
* Keep in touch with the Greater Baltimore Job Fair staff. Consider attending one or more of our other job fairs.