

communicating with students about positions and company culture. Career fair attendees often leave the event without gathering much meaningful information. Because the primary reason that students attend career fairs is to learn about job opportunities, employers should focus their efforts on meeting those needs. Also, students expect to be treated with respect during the event. This means there should be no cell phone calls by your recruiters while at the booth, and no blowing off students by sending them to your organization's website for information or to submit a resume. Get students' contact information so that you can continue the dialogue. Don't just recruit them, but ask their opinions, offer relevant advice, and more.

7. **Make a break from the typical**—Re-think every aspect of your approach: your booth, your message, and your participants. Make your organization memorable during the career fair. Offer a five-minute massage to students who are obviously stressed out by the job-search process or offer a \$15 gift card for any student who comes to your booth wearing your company's logo. Instead of offering giveaways, ask students to write down their favorite charity and conduct a drawing at regular intervals throughout the fair and announce the winning charity. Then send a donation to their charity in their name and, of course, send them an acknowledgement.
8. **Be prepared for the follow up then do so**—Determine your follow-up process (who is doing what and when) before the career fair. Then, while the impression is still fresh, categorize your candidates into groups as the career fair ends: best matches, possible matches, and no matches (or some form of this grouping). Although every candidate should be viewed as a potential customer or future client, differentiate your follow up according to the groupings. During the career fair, your recruiters should schedule interviews with the candidates they see as potential matches for open positions and meet with them on campus the next day. Send a "thank you" e-mail to everyone else that stopped by your booth and left their resumes. You've got a great opportunity to reinforce a first impression.

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62 Highland Ave. Bethlehem, PA 18017 • 800.544.5272 or 610.868.1421 • Fax: 610.868.0208