



Best Job Fair Tips FOR EMPLOYERS

Make the most of your time at a job fair with these tips.



PROMOTE YOUR OPEN POSITIONS

Ensure your open positions are listed on CareerForce.MN.gov -- at no cost to you! Find out more at CareerForce.MN.gov/post-a-job

ADVERTISE THE EVENT

Make sure your job fair shows up on CareerForce.MN.gov/jobfairs, which gets thousands of job seeker visits every month. If the job fair you are participating in is hosted or co-hosted by CareerForce, staff will make sure the event is listed. You can post your own hiring events on that page too. Find out more at CareerForce.MN.gov/jobfairs

Also make sure you are sharing information about the event on your social media channels. Tag CareerForceMN and we will engage with your posts. And make sure to share any CareerForceMN social posts about the job fair. On the day of the event, post a selfie of you at your job fair booth and post that as a last minute reminder about the job fair.

CHOOSE YOUR TEAM

Pick team members who'll best represent your company during this event, such as recruiters and HR staff. They're best positioned to initiate discussions with candidates, present your business in the best light, manage resume intake and coordinate interviews.

Hiring managers can screen and interview candidates on-site, describe the scope of responsibilities for open positions, and answer questions from job seekers.

PREP YOUR TEAM MEMBERS

The words and behavior of your company representatives are a reflection of your organization, so it is absolutely essential to give the right impression. They need to be fully aware of your organization's goals at the job

fair and how to achieve them. Make sure they know what positions are open and what skills and other requirements you are seeking in a candidate. Make sure they understand how you expect them to interact with job seekers. Ask them to memorize a one-minute elevator speech about the organization. Have a clear dress code. Consider wearing matching, logoed apparel and name tags. Have business cards on hand.

HAND OUT PROMOTIONAL MATERIALS

Provide some kind of promotional materials to help attendees become more familiar with your company and corporate culture. For example, offer a pen with a small handout or brochure. Have a list of open positions and job descriptions, work schedules and benefits information for distribution.

OFFER ENTICING PRIZE DRAWINGS

Offer something "extra" to attract attendees to your booth and get them engaged with your recruiters. This may create the buzz needed to start a conversation with the most qualified candidates. Hold hourly drawings for t-shirts, gas cards, restaurant gift cards or other fun items. Have candidates print their full name, email address and phone number to qualify. This will make it easy for you to follow up with these candidates post-event.

STAND!

Job fairs can be intimidating, so be as inviting as possible. Avoid sitting behind your table, talking with co-workers or working on your phone or computer. Engage attendees by standing in front of or beside your booth and greeting everyone who passes by. You are selling your business and its culture, so be approachable.

CONNECT ON THE SPOT

Engage a job seeker immediately. Don't leave them empty-handed. If they must complete an online application, have a laptop so they can apply immediately. Inform qualified candidates when they will hear back from you.

PREPARE PRE-QUALIFICATION QUESTIONS FOR POTENTIAL CANDIDATES

A great way to use your time at a job fair wisely is to conduct "pseudo-interviews" to pre-qualify candidates. Prepare a list of questions to gauge potential applicants' skills, background and interest in your organization.

MAKE AN OFFER

If you found a great fit for your company, be prepared make an offer if that is possible within your company's hiring process and standard procedures..

FOLLOW UP WITH APPLICANTS

It is very important to follow up immediately if you want to keep people interested. Failure to do so can keep you from hiring the people you want and damage your organization's reputation. Make sure you make a positive impression on the job seeker, so you are their employer of choice.

CONNECT WITH YOUR REGIONAL TEAM

If you need more assistance, including help reaching job seekers near you and accessing labor market information to help you in recruiting, hiring and retention, visit CareerForce.MN.gov/meet-your-regional-team.



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