



Career Fair Tips & Expectations for Employers

provided by the Nebraska College Career Services Association (NCCSA)

Top 10 Reasons STUDENTS Attend Career Fairs:

1. Learn about positions (full-time, part-time and internships) that match their job interests
2. Learn about graduate and professional school programs
3. Learn about organizations, companies, programs, and industries
4. Network with recruiter representatives
5. Identify contacts to connect with after the fair
6. Connect with organizations they have already applied with
7. Learn about employers' recruitment and application processes
8. Collect company materials for later review and potential interview preparation
9. Get information about benefits, culture, and community involvement
10. Learn about potential career paths and growth opportunities in organizations

Helpful Tips and Expectations for Recruiters at Career Fairs:

- Wear a nametag, placing it on your upper right chest/shoulder area for better visibility
- Introduce yourself to each student in a positive and professional manner – initiate the conversation
- Smile, project enthusiasm, and offer a firm handshake to create a winning first impression of your organization
- Stand in front or at the side of your booth – do not sit down or stand behind the booth when speaking to students
- Don't display negative body language (slouching, chewing gum, fidgeting, not making eye contact or looking around when being spoken to, etc.)
- Highlight your organization's positions or programs typically available – don't say "we're not hiring"
- If the student is not currently qualified for your opportunities, remember they may be a qualified applicant in the future and could potentially become a customer of your organization – treat all applicants equally
- If not accepting resumes, politely explain your application process to students, but look at their resume and ask them some questions about their major, work experiences or activities – encourage them to apply
- Hand out business cards, brochures, and make any notes you need to keep track of students you talked to
- Don't hand out the free give-away items unless you actually speak to the student about your opportunities
- Before leaving the booth, be sure to thank the student for stopping by
- Don't leave the career fair early. Some students have classes and attend when they can

In a 2011 National Association of Colleges and Employers (NACE) survey of students attending career fairs, the **#1 key differentiator** about whether a student applied with an organization or not was because of the positive (or negative) impression left by the representative(s) recruiting at the career fair.