



Preparing for the Event

✓ **Decide on your recruitment goals**

✓ **Pick your team**

- **Recruiters and HR staff** - Best positioned to initiate discussions with candidates, present your business in the best light and manage administrative tasks (e.g. gather resumes or contact details). They can also help coordinate interviews.
- **Hiring managers** - Can screen and interview candidates on-site. They can also describe the scope of responsibilities for any positions you are hiring for and answer questions from job seekers.
- **Other team members** - Employees can provide an authentic account of your work culture.

✓ **Order marketing materials**

- Create an attractive booth with banners and pictures of your company
- Bring name tags for each of your team members
- Bring brochures with information about your company
- Bring business cards with recruiters' contact details
- Bring giveaways to attendees, opt for something that's out of the ordinary. Choose something that represents your company culture.
- Bring laptops so that candidates can look at your website

✓ **Prepare your questions**

- **Role-specific questions** - These will help you learn if candidates have the minimum requirements for your open roles (e.g., *"Do you have experience with X software?"*)
- **Questions about interests and career goals** - Use these to learn if candidates would be compatible with your company in the long-run. (e.g., *"What's your area of expertise and what would you like to learn more about?"*)
- **Questions about your company.** These questions will help you identify candidates who are already familiar with your brand and are interested in joining your team (e.g., *"What do you know about our company?"*)

✓ **Advertise the event**

- A few weeks before the job fair, put the word out that your company is hiring and participating in the event. Post details on your social media pages. Job seekers who are familiar with your brand or would like to learn about you will know which booth to visit. Also, consider posting pictures while you're there, to build your brand.

✓ **During the job fair**

- Arrive at the venue early to set up your booth.
- Speak to as many job seekers as possible. You'll increase the chances of finding qualified candidates.
- Keep interviews within specific timeframes. Consider assigning someone on your team the role of the interview coordinator to make sure conversations are structured and brief.
- Write down notes during interviews. It's difficult to remember candidates after job fairs unless you take brief notes as you talk to them.
- Gather candidates' resumes and contact details. You could also prompt them to apply for the job on your website, and ask them to mention that you met at Fox Cities Days.
- Let candidates know of next steps. Inform qualified candidates when to expect hearing back from you (e.g., *"We'll call you by the end of next week to schedule an in-person interview."*)
- Answer candidates' questions. Job seekers want to know about your company as much as you want to know about them. So make sure you provide them with interesting information (e.g., about your teams, open roles and future plans.)

✓ **After the job fair**

- Contact attendees. Job fairs are only the first step of your hiring process. So, don't leave qualified candidates waiting. The sooner you contact candidates, the more likely they'll remember you.
- Coordinate next steps:
 - Completing a detailed application form
 - Participating in a screening call to discuss a position's details
 - Completing an assignment so you can assess their skills
 - Coming in for an interview at your offices
- Fill out the post event survey (watch your email from the FC Chamber)

✓ **Make a hire!**