

# Career Fair Tips for Employers

## BEFORE THE CAREER FAIR

- Be sure to complete your registration form fully and accurately (avoid misspellings and typos). Information shared with students is populated directly from your online registration.
- Post your position(s) on our online recruitment system, CareerLink, prior to the fair.
- Please ensure that your company representatives are well-informed and fully prepared to share information with students about your organization, the positions for which you are recruiting, your hiring timeline, procedures, and policies.
- Consider sending WashU alumni; current students interning at your organization may also make effective recruiting team members.
- Take advantage of early set up times – the most motivated students are often the first in the door. You'll want to be set up and ready to meet them as they arrive.
- Utilize social media to raise student awareness about your presence on campus.

## DURING THE CAREER FAIR

- Appear eager for engagement. Students are more likely to approach booths where employers are standing in front of their table and welcoming conversations with students.
- Pay attention to majors listed on the student's name tag.
- Wear a nametag. Alumni name tags are provided by the Career Center and are great conversation starters that can encourage a connection with students.
- Request student contact information to follow up after the career fair.
- Treating students respectfully can go a long way toward making a great impression and attracting the best and brightest candidates.

## AFTER THE CAREER FAIR

Reinforce your positive image by responding to all inquiries ASAP.

Keep building your brand's awareness by staying engaged throughout the semester. Return to campus to host information sessions, on campus interviews, and participate in other recruiting events on WashU campus.

