

Career Fair Success Guide

Participating in a career fair is a great opportunity to enhance your company's awareness, connect with potential clients, and attract new talent.

This guide offers tips for exhibitors to get the most out of their experience.

Seven Tips to Have a Great Career Fair Experience

1

Define Your Objectives

Identify the types of candidates you are seeking and the positions you aim to fill. Knowing this will guide your interactions and help you make the most of the event.

2

Plan to Succeed

Your organization offers unique opportunities—so why not create an inviting booth reflecting your company's culture? Just ensure the theme you choose is woven across your signage, banners and promotional materials

3

Be Buzzworthy

Stand out from the crowd with eye-catching and fun contests, installations, photo ops, giveaways, games and even free coffee. Remember, career fairs are hectic with lots of competition, so unexpected and talk-worthy booths will leave a lasting impression.

4

Train Your Team

Set your team members up for success by arming them with a thorough understanding about your company, its culture and available positions. To enhance member interactions with attendees, consider these roles:

- **Greeter:** Welcomes visitors warmly and sets a positive tone for their experience.
- **Demonstrator:** Confidently showcases your offerings.
- **Floater:** Engages attendees by sharing information about open positions and career pathways.

5

Engage, Engage, Engage!

Don't be afraid to start conversations at your booth and ask questions to understand the person's skills and career goals. This approach demonstrates genuine interest and leads to more meaningful interactions.

Also, ensure you have the answers! That means arming yourself with information about open positions, career opportunities and other metrics attendees would be curious to know more about.



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Promote Your Booth

Spread the word! On social media, share your booth location, key moments, and what you'll be offering. This builds anticipation and draws in guests.

If possible on the day of the event, use interactive maps to guide attendees to your booth. Also, be sure to follow up on any leads you receive.

First Time Hosting a Booth?

Think a booth requires a big financial investment? Think again. You don't need to spend a ton on marketing assets or signage right away.

Start with the basics like branded merch, print materials and one-on-one conversations with attendees. Over time, you can build your presence and add more assets. It's all about starting somewhere and growing from there. Remember, the most important thing is showing up!

7

Connect with Younger Talent

If you want to connect with Gen Z, it's about more than just job details—they want to know who you are and what you stand for.

That means transparency and authenticity matter, so be upfront about career prospects and your company's values. Since they're digitally-savvy, make it easy for them to quickly access information with QR codes.

No Booth, No Problem!

If you're attending a career fair without a booth, here's how to make the most of it:

- **Observe and Learn:** Take notes on what works for other vendors and gather insights to inform your strategies for future events.
- **Be Prepared:** Equip yourself with information about open positions, career pathways, and industry metrics to share with potential candidates.
- **Identify What Worked:** Did something catch your eye? Remember it for potential use in the future.

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