

## *Job Fair Tips for Employers*

We know your time on our campus is important. Our goal is to help you reach the greatest number of students during each visit. To generate interest in your organization and have meaningful conversations with Towson University students, we invite you to consider these ideas as you make plans to attend a Towson University job fair:

- Complete your registration form within Handshake fully, carefully (i.e., avoid misspellings and typos) and according to directions; as what is ultimately shared with students comes directly from the online registration form.
- Post your position(s) in our online recruitment system, Handshake, prior to the Fair. Include a note inviting students to visit you at your booth at the Fair.
- Place an ad in *Towerlight* student newspaper to generate interest in your attendance at the Fair.
- You want to make a good first impression, so make sure whoever is staffing the booth is fully informed and prepared to talk with students about (1) your organization, (2) the position(s) you're recruiting for, and (3) your hiring procedures/policies.
- If you are unable to accept resumes at the Fair, you'll want to be able to explain (1) why, (2) what the alternate application procedures are, and (3) why it's still beneficial that students talked with you at the Fair. Many students seem to question the value of attending these events if they're repeatedly told to "just apply on our website" and supplying this information is a great way to build and maintain relationships with candidates.
- Know what you want to accomplish: Are you recruiting for full-time, part-time or internship positions? What majors are you most interested in? Are you wanting to introduce the campus to your organization or are you hoping to maintain your presence and visibility at Towson? This can guide your Fair strategy.
- The best way to welcome potential new employees is to stand, not sit, at your exhibit. Don't wait for students to approach you; consider asking open-ended, yet specific questions (i.e., "Are you interested in a management career with the country's leading retailer?"). Avoid the "hard sell" and consider a softer, informative style.
- Bring business cards and wear a nametag.
- Consider sending employees who are Towson University alums and/or current students interning at your organization to the Fair.
- Be sure to be set up on-time (as it's often the most motivated students who arrive earliest in the day).
- After the Fair, respond to all inquiries personally ASAP to reinforce your good image and to "strike while the iron is hot."
- Interesting giveaways, an exciting display, and engaging staff are the best way to generate interest among candidates.
- Consider dressing in layers, as unfortunately the temperature in the Fair facility is unpredictable and can fluctuate between too warm and too cool.
- Be prepared to chat briefly with our master's and doctoral candidates even if you are not recruiting advanced degree candidates at the Fair. Whenever possible, refer them to someone in your organization who might know about opportunities for those earning advanced degrees and with highly specialized technical skills.