

Top 5 Job Fair Tips

Job fairs are a great opportunity to make candidate contacts and build a network of potential future employees. Here's five tips to help you "sell" your business and job opportunities to prospective candidates.

01 BOOTH SET-UP

This is your opportunity to get creative and highlight your people and what they do. Banners and photos with your staff in action, candid video, etc.

02 STAFFING THE BOOTH

Introducing candidates to your team is a good strategy. Bring a team member who works in a role you're recruiting for. Make sure everyone is briefed on key messaging.

03 ON-SITE APPLICATIONS

If you're going to accept job applications at the fair, have an easy way for attendees to apply and share their information. I.e., email, online forms and print forms.

04 ON-SITE INTERVIEWS

If you're going to conduct on-the-spot interviews, consider setting a schedule and a sign-up sheet; secure a location that is quieter so you can conduct the interviews.

05 CONTACT INFORMATION

Have business cards or contact information available, and a method for interested candidates to provide their contact information.



PRO TIP

Highlight your key value propositions, like company culture, compensation, benefits, and training and development opportunities.

BOOK A CONSULT

We're here for you! Let's create a tailored workforce and recruitment strategy. Email info@businesstobruce.com to book a one-on-one consultation.