

# Great Arizona Teach-In Exhibitor Expectations and Tips

Providing expectations and tips to improve your career fair recruiting results, while promoting a positive public image for your school district, charter school, or organization:

## 1. Plan as a Team

Make sure there is no disconnection between those planning the exhibit, and the exhibitors actually attending the event. All members of an exhibiting organization need to work together to ensure that everything runs smoothly, and that nothing falls through the cracks.

## 2. Ask About Advertising Opportunities

Almost every job fair provides a variety of opportunities to publicize your organization. You may be able to publish your open positions on the event web site, include your organization logo in printed materials, get listed as an exhibitor in radio or TV ads, or receive additional exposure as an event sponsor.

## 3. Don't Put All your Marketing Materials in One Basket

If you ship your booth, display graphics and all your printed materials together, what will you do if they don't make it to the event on time? At the very least, make sure some marketing materials and brochures travel with you. Then if there's a shipping snag, you won't be empty-handed.

## 4. Stay Until the End of the Event

Make sure your travel plans and other arrangements leave enough time for you to exhibit for the entire job fair. Breaking down your booth early is a distraction to other attendees, and it could cause you to miss top-notch candidates who arrive at the end of the event.

## 5. Be on Time

Get directions to the job fair location in advance and give yourself plenty of extra time for missed turns, elusive parking, event registration, booth set-up and last-minute errands. You should have all your prep work completed before candidates are scheduled to arrive.

## 6. Never Leave Your Booth Unattended

If one recruiter goes to lunch, the other should stay at your exhibit. The same goes for trips to the bathroom. You never know when outstanding candidates will visit your booth, and you can't guarantee they'll come back if you're missing in action.

## 7. Greet Candidates When They Approach Your Exhibit

Sounds like common sense, but some recruiters seem to prefer chatting with their booth co-worker instead of welcoming candidates. Remember why you're there, and be a good host. When someone visits your booth, introduce yourself, shake the candidate's hand, and start a conversation!

## 8. Always Accept Paper Resumes

The biggest complaint from career fair candidates involves recruiters who refuse to take paper resumes and instruct jobseekers to apply online at an organization web site. You should always accept resumes from job fair candidates; just explain that they must also apply online as part of your organization policy. This courtesy shows candidates that their effort to meet you in person is appreciated.

## 9. Plan on doing on-site interviews

Jobseekers are coming from all over the country looking for job opportunities. This will be a great way to find great candidates and potential employees "on the spot". Also this is a wonderful opportunity to fill all your positions for the year in one day.

See **YOU** at the Great Arizona Teach-In!