



# EXHIBITOR TIPS FOR SUCCESS

To ensure a successful event we have listed a few points to help you maximize your results. They might seem basic, but we see the same easy to avoid mistakes at every Career Fair.

## Before the Event

- Plan to make your booth stand out
- Consider bringing a map to showcase your location(s)
- Bring some trinkets to draw attendees to your booth
- Make sure qualified attendees are given your contact information so they can follow up
- Set realistic short and long-term event recruiting goals
- If possible, come prepared to make hiring offers on the spot
- Have a follow-up plan already in place for both attendees you spoke with and the database you will be receiving
- Don't delay contacting your preferred shipping service: avoid potential delays

## During the Event

- Stay off your phone
- If possible, stand up to connect better with the attendees
- Make notes in a notebook about your conversation and follow up needed
- Smile
- Remember the candidate might not fit your need or experience required today, but a year or two from now they might. Make sure to capture their contact information so you can stay in touch – you might want to hire them in a year or two. The student in front of you will have 2 years of experience very soon
- Be ready to make an offer on the spot to key candidates, or you might lose the prospect to another recruiter a few booths down the hall ready to make an offer

## After the Event

- Execute your follow up plan to contact the attendees you spoke with and the database you will receive after the event
- It might take 3, 4 or 8 “touches” with a candidate in the form of emails, letters and phone calls to close a deal
- Many of our very successful exhibitors are closing deals now that might have started 2 or 3 years ago. You are likely to see the same person at our event next year!

**Would you like to have an complimentary planning session? Call us.**