

# EMPLOYER Job Fair Guide



## The Job Fair Advantage for Employers:

- ✓ Gain access to large numbers of candidates in a one-stop environment.
- ✓ Increase brand awareness.
- ✓ Meet with non-traditional candidates.
- ✓ Network with other companies.

## Have an Eye Catching Booth with Helpful Materials

- An enticing company booth is more likely to attract strong candidates.
- If you have a company video, banners, and fun giveaways, bring them!
- People love a well put together, exciting booth with enthusiastic staff.

## Stand Up and Shake Hands

- Candidates will appreciate a personalized experience.
- Come out from behind the booth, shake hands and ask questions.
- The goal is to get to find the best fit, so personalized, engaged conversations are key.

## Create an Eating Strategy

- Make sure you eat well so you can operate at your best; it can be a long and busy day.
- Bring snacks that you can eat quickly and strategize with your booth partner to make an eating plan.
- Use the designated employer areas where you can grab a quick bite.

## Consistency is Key

- Be consistent and stick to your traditional screening and hiring strategies.
- Job seekers will likely chat with each other and inconsistent messaging may damage your brand.
- Make sure all staff members know your hiring protocol, which positions you're hiring for and give consistent information.

## Be Open and Approachable

- There may be a standard background or academic history that you've found previously successful, but don't let that deter you from considering others.
- Diversity can lead to fantastic alternative approaches to challenges and additional insight that you might not get otherwise. Don't be afraid to explore that.

## Let Your Pride for your Company Show

- Talk about culture, leadership styles, how you support employees and what makes your company excel.
- Just like on a date, you don't want to come on too strong, but be sure to talk about what makes you enjoy working there. Your passion will be contagious.

Prepared by Job Developers Network (JDN): [www.JDN.esclm.ca](http://www.JDN.esclm.ca)

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