Employer Suggestions for a Successful Career Fair

- Build your booth’s audience before the career fair.
  - Use HireMiners to search for students that you think would be a good fit for your company, and send individual students a personal invite to speak with you at the fair.

- Have more than one representative available to speak to students.
  - Ideally, the representative should be able to answer questions about the work associated with the open position.
  - Increased booth staffing will eliminate long lines that can deter students from approaching your booth.

- Make a splash at the career fair!
  - Bring company brochures, business cards, and other promotional materials.
  - Provide information on the wide array of opportunities your company has to offer, not just engineering or computer science-focused positions. Many students have a wide breadth of interests and skills and would appreciate hearing about all the opportunities within your company.

- Hand out “swag” or promotional items to continue to build your brand beyond the career fair.
  - Tip: The best “swag” items are useful or unique.

- Talk with freshmen and sophomores about your company and opportunities available to students.
  - Building your company’s brand at Missouri S&T starts with fostering good relationships with freshmen and sophomores. Even if your company is only offering opportunities for upperclassmen, it is strategic to speak with freshmen and sophomores and start building your campus pipeline.
  - Collect resumes from promising students -- even if they are not qualified for your current positions. Stay in contact with the students that you would like to hire in the future by inviting them to your information session and campus events.

- Plan to hold interviews on campus
  - Employers should contact their assigned Recruiting Assistant to reserve interview space.
  - Reservations for fall and spring recruiting fill quickly. Submit request as soon as possible.