

Checklist: Career Fair Recruiting

Event name: _____ Date: _____

Location: _____

Before the event

- Register for the career fair—the earlier the better. Most sponsoring organizations have early-bird rates.
- Confirm if other recruiters or support staff will attend the career fair to ensure appropriate representation.
- If applicable, make any travel arrangements necessary to attend the career fair.
- Order any company materials that will be needed at the career fair (e.g., company brochures, pens, giveaways, benefits brochures).
- If applicable, order company display or marketing items.
- Contact the sponsoring organization to coordinate any events prior to the career fair included in the package (e.g., advertising, meet-and-greets with attendees, pre-fair invitations sent to a target audience, sponsorship of raffle giveaways, on-site interviews).
- Send out a reminder to company representatives who are participating in the career fair at least one week prior to the event date.
- Create a list of current job openings to provide to the career fair attendees.
- Coordinate the delivery of all items to the career fair location.

The day of the event

- Arrive at least one hour prior to the start time of the career fair for setup.
- Stay the entire time of the career fair and coordinate breaks with other staff.
- Make applying for a position easy, either by setting up laptops connected to your company's online application page or by posting information about a mobile app attendees can use from their own phones or other mobile devices.
- Allow those who are not ready to apply to sign-up to receive recruiting information from you and to leave you their resume, if appropriate.
- At the end of the event, break down the career fair table and displays and, if necessary, make arrangements to ship items back to the office.

After the event

- Provide feedback to the sponsoring organization on the career fair (e.g., quality of applicants, location, applicant flow, improvement suggestions).

Review all resumes received at the career fair and respond to applicants. If no resumes were collected, check your company's applicant tracking system for new applications that resulted from the career fair.

If applicable, send thank you letters (or appropriate letters) to individuals who attended meet-and-greets, on-site interviews, etc.

Gather data on the number of candidates you interacted with at the event, the number of applications/resumes received, the number of *qualified* applications/resumes received, the number of interviews scheduled, the number of resulting hires, and any other appropriate data. Report this information to management and compare the data to other career fair events.

Decide whether your company will attend the career fair again and, if so, make arrangements to include expenses in the following year's budget (if applicable).