

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

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JOB SEEKER Job Fair Guide



The Job Fair Advantage for Job Seekers:

- ✓ Nothing replaces face-to-face contact for making a great impression.
- ✓ Make sure employers know about your skills and abilities, not just your education level or degree.
- ✓ Learn more about employers, in addition to just the information that is shared on their website.

Do Your Research

- Check the employers registered to attend the job fair and the positions for which they are hiring.
- Get to know the companies that interest you. The more you know about employers, the more you will stand out.
- Bring at least 20 copies of your resume, organized in a portfolio or briefcase.
- Visit the booths of employers you are interested in first.

Make a Great First Impression

- Be assertive and confident.
- Be prepared to shake hands and introduce yourself to recruiters with a smile and a 30 second “career pitch.”
- Dress appropriately for the job you want. Wear professional but comfortable shoes.

Question Time

- Make yourself stand out with smart questions.
- Ask for information you could not find on the employer website, such as:
 - What particular skills do you want most?
 - What kind of person are you seeking for the position?
 - What's been your experience working for this company?
- Be prepared to answer commonly asked questions and tailor them to the company's needs.

Buddy System

- The job search experience can be less intimidating if you attend with another job seeker.
- Be ready to go your separate ways once inside so you can talk yourself up one-on-one with employers.
- Build your network. Talk to others to exchange job-hunting ideas, support and obtain leads.

Follow-Up

- Collect business cards from the employers you meet, make quick notes after the face-to-face meeting.
- Through LinkedIn, an e-mail or phone call, contact everyone you've met after a job fair to follow up and see if you can meet in person.
- On your way out, pick-up a list of the free services to help you find and keep your next job.

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