

# Careers Fair Hints & Tips

## HIGHLIGHT ANY JOBS

If you are offering a job vacancy, have the application forms printed out so you can hand them out. Alternatively, bring a folder along to collect CVs or job applications.

## BE PREPARED

Make sure you have all relevant material printed off. If you are offering job opportunities, make sure you are familiar with the job requirements.

## KNOW TARGET AUDIENCE

Consider who your target audience is. If you are recruiting, target these opportunities at those who are eligible to apply. For a younger audience, focus on awareness raising.

## SELECT THE RIGHT STAFF

Sending your most engaging employees to represent the company will help to maximise your time at the Careers Fair. Consider who is best placed to engage with the students.

## BE PROACTIVE

Students may not have the confidence to approach your stand. Make sure you show initiative in speaking to students – and to their parents or guardians. Be more approachable by standing in front of the table if one is provided.

## USE VISUAL AIDS

Use visual aids to make your stand more interactive - this can also help attract students to your stall.

## BRING MARKETING MATERIAL

Bring along some marketing material, even if it is something as simple as branded pens. This will help to attract young people to your company stand.

## ARRIVE EARLY

Arriving early gives you a chance to secure a spot in a prime area of the room, as well as giving you plenty of time to set up your company stand.

**DYW**

**EDINBURGH, MIDLOTHIAN  
& EAST LOTHIAN**  
Developing the  
Young Workforce