

The Essential Campus Career Fair Checklist

Three-fourths of American employers now recruit on campus*. With the majority of employers engaged in college recruiting, and unemployment at the lowest rates since 2000, competition for college hires is fierce. A well-planned campus recruitment strategy is essential to hire top student talent. Follow this checklist to maximize recruitment efforts at every career fair.



Set event goals

Set defined goals to make the most of every career fair. Is your goal to hire a specific number of entry-level or internship positions? Build your brand among student groups? Build your pipeline for future openings? Identify objectives to drive the career fair strategy and maximize ROI for every event.



Evaluate campus relationships

Do established campus relationships bring you back to the same schools each fall? Evaluate every university partnership and identify campuses that produce quality hires. Recruit at career fairs that contribute to campus initiatives and consider foregoing those that don't support campus goals.



Advertise your career fair presence

You wouldn't host a recruitment event without marketing it and inviting high-potential candidates. The same should be true for your career fair booth. Leverage [recruitment event](#) solutions to market the career fair and encourage candidates to pre-register.



Pick business representatives

Business representatives are often the first people to greet a candidate, so choose people who will boost student excitement. Select representatives who have a vested interest in attracting qualified candidates. Alumni of the college and entry-level team members are often strong fits for career fairs.



Plan for career fair logistics

Create a day-of plan and detailed timeline of material drop-off and pick-up, booth set-up and breakdown, team member responsibilities and shifts for business attendees. Use [campus recruiting](#) solutions to provide every team member insight into event expectations.



Create a post-career fair candidate communication plan

Delaying candidate follow-up for weeks after the career fair gives competing companies time to extend offers. Establish a post-event follow-up plan to advance candidates immediately. Thank talent for their time, encourage high-potential students to self-schedule interviews and keep the hiring pipeline moving forward.

* Harvard Business Review, 2015



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