EXHIBITOR TIPS – GET THE MOST FROM YOUR DAY

Exhibiting at a Careers Fairs can be daunting, especially if you have never done it before. Based on our students’ feedback, we’ve created some useful tips to help you engage with our students.

Your stand works well if...

✔ It is staffed throughout the event and you stay until the end – Some students may not have long to visit and could be there to speak specifically to your company. Packing away early also gives the wrong impression.

✔ You are standing up rather than sitting behind your stand – It is more inviting for students to approach your stand if you look engaging with open body language.

✔ Your representatives are knowledgeable – Make sure that those attending on the day know the different roles available and will be able to direct students to specific schemes or positions.

Your stand doesn’t work so well if...

✗ You use a ‘hard sell’ – This can be off-putting to students so we suggest you start by asking open questions.

✗ Representatives are on their phone or laptop – No matter how interested students are, if they see that you're distracted by a device, they will not engage with your stand.

✗ Students are just directed to a website – They want to gather insightful information or gain a useful contact which will be helpful if they wish to apply for your role(s). Providing a business card or email address would be more useful than just being directed to a webpage.

Our take home message - Students are more likely to remember your company if you SEE:

✔ Stand
✔ Engage
✔ Entice (without hard selling)