How to Attend Career Day – Employers

Before the event:
1. Complete the registration form entirely and carefully.
2. Post your positions to our online recruiting system called in Hire A Bearcat (NACElink) prior to Career Day. Include a note inviting candidates to visit you at your booth during the event.
3. To make the best first impression, be certain that attending company representatives are fully informed and prepared to talk with candidates about:
   - Your organization and the advantages of working there.
   - All of the position(s) you are recruiting for.
   - Your plan for the “next steps” following the fair. When are interviews, where are interviews, how and when will you notify candidates they have been selected?
4. What is your Career Day strategy? What are your organization’s goals? Is it to:
   - Build brand recognition and awareness?
   - Network with faculty?
   - Connect with student organizations?
   - Find (x number of) potential interns/hires?
   - Identify which Northwest majors are you most interested in? Why? Are there other majors that have students with the same skill sets you seek? Be open to a variety of majors.
5. If your organization does not accept hardcopy resumes at Career Day, you’ll want to:
   - Be able to explain “why” to candidates.
   - Describe the organization’s application process and share how candidates can make their application materials stand out.
   - Explain why it is still valuable to network with recruiters at Career Day to help build and maintain relationships with potential candidates. Students tend to question the value of participating in Career Day if the recruiters tell them only to “apply on our website” and that they won’t accept hardcopy documents.
6. Print promotional materials to share with candidates.
7. Pack plenty of business cards and wear a name tag so students can follow-up with you.
8. College students love giveaways! Bring a few to hand out.

During the event:
1. Arrive early to set-up.
2. Wear a name tag. Candidates want to know your name!
3. Make a great first impression! Be ready to smile and stand in front of your booth to welcome candidates.
4. Greet all candidates. Do not always wait for students to approach you – approach them with a friendly smile!
5. Collect resumes from potential candidates or explain application instructions.
6. Ask open-ended, specific, and relevant questions.

After the event:
1. Follow-up with students promptly.