

Tips for Maximizing Your Career Showcase Experience as an Employer

Outline

The Local Career Showcase is an opportunity for local businesses to connect with your workers early on, before the best candidates go out into the broader job market and accept jobs. This even also provides businesses the opportunity to hire university freshmen, sophomores, and juniors as summer interns, forming relationships that may result in long-term employment in the future.

Arrive in plenty of time to set up.

Be sure to arrive early to give yourself plenty of time to find your space, unload and get set up.

Be Prepared

Students should know the name of your company without having to ask. Ensure you display your company name and logo on banners, promotional material, and even the outfit you wear.

Display your promotional material on your table; this may be a one-page handout, brochure or something more creative to let students know about the job opportunities available at your business.

You should wear name tags and have plenty of business cards on hand so potential applicants can reach out after the event.

Provide a list of careers / jobs that are available in your organization. Have it ready at your booth for students to see.

Be Present

Don't sit. Stand in front of or to the side of your booth/table. Avoid sitting behind your table by standing in front of or beside your booth, and be sure to smile and say hello to those who pass by. The goal is to be as inviting as possible.

Use Technology

If you have a laptop, set it up at your table so potential applicants can take a closer look at your business. Highlight photos of the work environment, video testimonials from current employees, and/or other media that shows your business in a positive light.

Be Interactive / Consider a Contest or Giveaway

Consider setting up a contest or giveaway that attendees can sign up for by stopping by and interacting with you. Prizes can be simple, like promotional material.

If you set up a contest or game please keep safety in mind, contact the Chamber Office for game / contest approval.

Provide a Question for Students

Students may need help in getting a conversation going. By providing the students with a question about or related to your business, it breaks the ice and allows for further communication.

Please submit your question to the Chamber Office no later than October 7th. Students who get answers to most of the questions are entered in a draw to win Chamber Bucks!