



Career Fair Participation

Participating at a career fair, community outreach event, or other networking occasion is a useful way to bring some exposure to the career opportunities at your agency and to promote the State of Oregon as an employer of choice. Whether attending in-person or virtually, there are preparations to make in advance to get the most out of the event.

IN-PERSON EVENTS

PREPARING FOR THE EVENT

- Select 2-4 key representatives from your agency to attend the event. A mix of recruiters and hiring managers is preferable.
- Representatives should be knowledgeable about career opportunities at the agency and should have the ability to be outgoing and personable in this setting.
- Prepare informative materials to hand out to job seekers. Fliers or pamphlets that include: info about the agency and its mission, benefits of working for the State, current job openings, info about how/where to apply, and contact info of the recruiter.
- Have a portable table to create a booth space. Tablecloths and/or signage with your agency brand are recommended. Pens, lanyards, or other nominal give-a-aways with your brand can be a fun way to promote your agency.
- Arrive at the event early to set up your booth and plan to stay until the end.
- If possible, bring mobile devices (laptops or tablets) for job seekers to apply on the spot.
- Allow those who are not ready to apply to sign up to receive recruiting information from you and to leave you their resume, if appropriate.

VIRTUAL EVENTS

- Select 1-4 key representatives from your agency to attend the event. A mix of recruiters and hiring managers is preferable.
- Representatives should be knowledgeable about career opportunities at the agency and should have the ability to be outgoing and personable in this setting.
- Prepare informative materials, such as PowerPoint slides or other documents that can be shared on screen, that include: info about the agency and its mission, benefits of working for the State, current job openings, info about how/where to apply, and contact info of the recruiter.
- Include a link to the job board for job seekers to easily find and apply for your open positions.
- Provide resources, such as links to State or agency websites, that provide more information about becoming an employee.

CAREER FAIR CHECKLIST

Before the event

- Register for the event as soon as possible. Most events have limited capacity and often offer discounts for early registration.



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- Confirm participation from recruiters and hiring managers who will be attending.
- If applicable, make transportation arrangements.
- Prepare materials that will be needed at the event (e.g., agency brochures, pens, giveaways, benefits brochures, PowerPoint slides if virtual).
- If applicable, order/prepare displays or marketing items.
- Market the event and your attendance through professional networks associated with your agency.
- Create a list of current job openings to provide to the attendees.

The day of the event

- Arrive at the event early to get situated; 1 hour is recommended for in-person events where booth setup is necessary.
- Stay the entire time of the career fair and coordinate breaks with other staff.
- Make applying for a position easy, either by setting up laptops connected to your company's online application page or by providing a link to the job board.
- Allow those who are not ready to apply to sign-up to receive recruiting information from you and to leave you their resume, if appropriate.

After the event

- Provide feedback to the sponsoring organization on the event (e.g., quality of applicants, location, applicant flow, improvement suggestions).
- Review all resumes received and respond to applicants as appropriate. This will often be contacting them with an Invitation to Apply on the job board.
- Gather data on the number of candidates you interacted with at the event, the number of applications/resumes received, the number of *qualified* applications/resumes received, the number of interviews scheduled, the number of resulting hires, and any other appropriate data. This data can be used to analyze the effectiveness of the event. Additionally, review the Workday report called "Source Effectiveness" to see if there is an increase in applicants selecting the "career fair" option when applying.