

Employer Guide for Participating in Career Fairs

Career fairs are a great opportunity to bring industry and students together. Employers are able to engage with a high volume of attendees, gain brand recognition, and network with the local talent pipeline. If you have entry-level and/or summer positions available at your company, this could be a great way to get people interested and encourage them to apply!



To learn more, visit wblmt.org

Benefits of Participating in Career Fairs

Employer Benefits

- **Build brand awareness** and company reputation
- **Exposure to 100's of community members**
- **Save \$\$ in recruitment costs**
- **Connect with talent** who show interest and alignment with your business
- **Educate youth** about career pathways and education

Student Benefits

- **Build career awareness**
- **Practice networking skills**
- **Connect with future employers**
- **Learn about career opportunities** and expand interests



Make it Happen

- Who is available from your team to** attend the career fair?
 - Note: during the career fair, these company representatives will be sharing about the organization and answering lots of questions. It can be helpful to ask people who are relatively familiar with your company and enjoy interacting with students.
- Hiring for a position** that's open to the age range of career fair participants? Bring information on how they can apply and any tips that may be helpful!
- Company swag is always a hit** – even something simple like stickers can help get kids to your table and are great for brand awareness.
- Do you have tabling supplies** (e.g. tablecloth, general company info handouts, etc.)? If not, is it possible to obtain these by the time of the career fair?
- Optional:** simple, hands-on activities that relate to your industry can be beneficial to give students an idea of what your company does. While not required, this can be a good way to foster interest.

Resources / or Documents

- **Why Partner in Work-based Learning**
- **College and Career Fair Checklist**
Expectations for Employers and Colleges
- **More information on Career Fairs**



For more information, **contact Gabrielle Rowley** at growley@ReachHigherMontana.org or (406) 422-6809 or visit wblmt.org