

## Exhibitors: Getting the most out of the UniSA Careers Expo ‘The Big Meet’

Careers Expos are an excellent way to meet with students and recent graduates, helping to create and develop brand awareness, and to identify individuals for various opportunities within your organisation. To get the most out of the Careers Expos, we have provided the following suggestions to assist in your preparation. We trust that they will help you to create a positive impression with attendees and achieve your organisational objectives for attending.

- Make sure your **booth** is looking great. Booths that are highly interactive and visually appealing tend to create a favourable impression. Bring a relevant pull up banner and signage with you as appropriate but be imaginative and creative in the way you attract the kind of students and candidates that you are seeking for your organisation. Think about running competitions, promotions or giveaways, and have a booth that students and graduates are not going to forget!
- Consider and define your **objectives** clearly before attending the Expo. Are you clear on what you are looking for? Do you know your recruitment processes well? Are you seeking students for your graduate or vacation program, internship opportunities, or are you simply there to build brand awareness? How will you record ROI? Avoid simply referring students to your website but be prepared with a personal response or a way to gain further connection with the student. We recommend keeping your message clear and simple.
- Think about what students will want to know about your **organisation**. They will have a lot of questions, so be prepared with answers for questions like; “What opportunities are available for me here? Can I do a work placement with you? Do you have vacation/graduate programs? Do you offer professional mentoring opportunities? What career pathways are possible? What do you look for in a graduate? What can I do now to help me be more employable when I graduate? Do you have any casual/part-time opportunities?”

- Bring marketing materials and **merchandise** with you, including large banners. You want the people that you have interacted with to take something away to remember your company by and refer to later. The more creative your materials and merchandise, the more likely they are to remember you!
- Be clear on **who** you are looking to engage for your different requirements. Do you know what degrees UniSA offers, and what degrees you are looking for students to have completed? Are there any legal prerequisites for employment with your organisation, such as citizenship or professional accreditation/membership?
- Students appreciate being able to **speak** directly with a manager or someone responsible for hiring as they feel they are directly connecting with decision makers. Also consider bringing a recent graduate or intern with you. Students really like hearing from someone who has 'been in their shoes' – people who know what it's like to be navigating the world of graduate recruitment, so think about the mix/diversity of personnel at your booth, keeping your number to 2 people per booth.
- **Engage** students and graduates positively. Be approachable, seek to answer their questions and help them to feel comfortable. The experience of networking with employers can be daunting, so be prepared for students who don't know what to say. Avoid industry jargon, be clear and concise in your speaking and give a little time for students to think before answering your questions. This is a great opportunity to create a positive first impression for your organisation.
- Many students and graduates attending the expo will be **International Students**. Consider how these students may be of particular benefit to your organisation, for example providing access points to international markets, multilingual skills and cultural intelligence. Unless your organisation is legally precluded from employing non-citizens, be open to engaging with International Students. Be ready to provide relevant information to them regarding their eligibility for your opportunities.
- We encourage you to provide a **personalised** service to all students and graduates that you meet at the expo. Students respond well to employers who also take an interest in them, what they are studying, and where they feel they might be headed in their career. Then tailor your message accordingly.
- **Enjoy** your time at the UniSA Careers Expo/The Big Meet!