

# JOB FAIR GUIDE FOR EMPLOYERS IN WINDSOR & ESSEX COUNTY

## PREPARATION FOR ATTENDING THE JOB FAIR:

- Be sure to inquire about the **availability of electrical outlets** if you are hoping to bring a laptop or if you need to plug anything in.
- Select the most appropriate staff members** to host your booth. If possible, try to arrange to have more than one representative present. It is important to keep in mind that the behaviour of job fair representatives is as important as their knowledge about the company and career opportunities.
- Make sure that your organization's booth representative **knows exactly what you are looking for**, the positions you are looking to fill, and the current hiring protocol.
- Confirm** your booth attendance as soon as possible with the event hosts.
- Get the word out** that you will be there through social media, newsletters, email blasts, traditional media, etc. Spread the word about the **kinds of jobs** you are seeking to fill at the job fair before the event begins. Be clear in your promotional materials on the purpose of the event - are you currently hiring or looking to hire in the future?
- If the job fair is happening at an academic institution, **use that venue to your advantage**:
  - Prepare a list of appropriate degrees and other academic requirements for the positions you want to fill.
  - Aim to have current employees who are alumni of that particular institution present to discuss the transition from school life to the working world.
- Inquire on the possibility of having an interview room available for **on the spot** interviews.
- Decide if you are accepting resumes at the job fair. If you will not be accepting resumes on the spot, provide information for how job seekers can apply for the position and **prepare questions** to ask those who express an interest in your company to pre-qualify them. Ask questions about their background, skills, and interests.

## AT THE JOB FAIR:

- Be sure to **arrive early** to give yourself plenty of time to find your space, unload, and set up.
- Dress according to your work attire but make sure you can be **easily identified as a company representative**.
- Make sure you **display your company name and logo** on banners, promotional material, and even the outfits your recruiters wear. Your recruiters should wear name tags and have plenty of business cards on hand so potential applicants can reach out after the event.
- Have **promotional materials** printed that showcase the benefits of working at your organization, your organization's culture, and the innovative projects that the organization is working on. This may be a one-page handout, brochure, or something more creative to share relevant information.
- Bring useful and original materials**, such as reports and photos that are not available on the website.
- Clearly **identify the job openings** within your company. Have a board that lists the available opportunities.

## AFTER THE JOB FAIR:

- Respond** to inquiries and follow up with prospective hires ASAP.
- Evaluate** the job fair process. What went right? What went wrong? Was anything particularly challenging? Did you connect with the types of people and the amount of people you were hoping to reach?
- Share** about the job fair success on social media to get the attention of anyone who missed the job fair.



**TO SUMMARIZE:**

**Be prepared**

**Get the word out**

**Use your environment**

**Dress to represent**

**Showcase your  
opportunities**

**Inform and interact**

**Follow up**

**Are you looking for help with hiring? Do you need help promoting your job fair?**  
Contact Workforce WindsorEssex for more information.

**[workforcewindsor.essex.com](http://workforcewindsor.essex.com)**

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*The Job Fair Guide for Employers in Windsor & Essex County is adapted, with permission, from the Job Developers Network London-Middlesex Employer Job Fair Guide.*

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YOUR LOCAL EMPLOYMENT PLANNING COUNCIL



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