PREPARING FOR A RECRUITING EVENT
HOW TO PLAN STRATEGICALLY

Planning to exhibit at a recruiting event can be overwhelming.

With over 70 years of experience recruiting for internships and post-graduate research programs, we here at Oak Ridge Institute of Science Education (ORISE) have learned a few things to make recruiting top students less daunting, and we’d like to share those tips with you.

SELECTING AN EVENT

The opportunity you need to fill will dictate which recruiting event you should attend:

- For undergraduate students, graduate students, or soon-to-be degree holders, target college career fairs.
- An additional way to find graduate level-students and post-graduates is to attend professional association conferences.

You need to find the right people, not just a lot of people...

- Ensure disciplines align with program objectives.
- Attend events that have a large number of the “right type of attendees.”

SCHEDULING TIPS

- Register before the early bird deadline to save on the cost of your booth and registration.
- Don’t forget to ask for the government or non-profit rate, if it applies to your organization.
- Always be sure to schedule information sessions in conjunction with your event for more exposure.
- For booth placement, request the most visible and highly trafficked area (i.e., on the corner).
- Keep in mind schools’ academic calendars and avoid scheduling events during midterms, finals, and holidays.
- Don’t forget to check for other major events surrounding your career fair, such as other conferences.

PREPARING FOR THE EVENT

- When shipping promotional materials to the event, schedule it so that your items will arrive by the deadline.
- Be sure to check when the institution will begin receiving promotional materials so that your package isn’t sent too early.
- Remember to include your booth number and company name on the shipping labels.
- Research and understand the academic institution’s demographics before attending.
- Memorize and rehearse your program’s or company’s elevator speech before the event.
- Send email and social media blasts to potential attendees prior to the event.

Don’t forget to pack your recruiting tool kit with essential items such as snacks, water, and business cards!