UVic students attend career fairs for so many reasons—to learn about potential career paths, search for co-op opportunities, meet professionals from a range of industries and more. Some students are approaching graduation while others are at an earlier stage in their studies.

Here are a few tips to help you make strong connections with UVic students.

**Before the fair**

- Take time to think about whom you wish to recruit and for what types of positions (summer, co-op, full-time, part-time). Many students are interested in learning about very specific opportunities.
- Think broadly about what skill sets your organization is looking for—if you are looking to recruit students from a specific program, be clear about which students you are looking to speak with. Keep in mind that students from various faculties and programs often share similar skill sets and competencies and can make a great addition to your team—limiting the scope of your recruitment may prevent other qualified students from approaching you!
- Know that you have open positions to fill while at the career fair? Post positions before the fair on Co-op and Career’s job posting portal at learningmotion.uvic.ca. During the fair, you can direct interested students to these postings.
- If you have questions about what students could fill your hiring needs, contact your career fair coordinator.

**During the fair**

- Make sure that your company or organization name and logo are clearly visible at your booth.
- Put away your cellphones, laptops and other devices while at your booth. Students are unlikely to approach you if you look busy.
- Make eye contact, smile and say a quick “Hello!” as students walk past your booth. Students are more likely to approach you and initiate a conversation if they feel welcomed. You can even give them a short pitch about your organization or ask them about their courses—students may be unsure of what to ask to start the conversation.
- While we strongly encourage students to research the employers who are attending the fair, some students use career fairs to gather information and may not be actively job searching. Prepare to speak with students that have different levels of awareness about your company or reasons for attending the fair.
- Have enough staff at your booth to be able to answer questions and receive résumés. If you have a line of students waiting to speak with you, quickly acknowledge them so they know you’re excited to speak with them.
- Staff your booth with interested, pleasant and professional representatives. This is more important than fancy or complex displays. If you bring swag or giveaways, make sure it is something that students will use (bringing giveaways is not mandatory).
- If possible, consider bringing a current or former co-op student, or other UVic students or alumni who are connected to your organization. They can speak to their work experiences and can connect with current students about how to transition from UVic to a role at your organization.

If you have any questions, contact your career fair coordinator in advance of the fair or feel free to stop by the registration desk during the fair.