

# Tips for Attending Career Fairs

Participating in career fairs as an employer offers an excellent opportunity to connect with potential candidates and showcase your ministry's values and culture. To make the most out of attending career fairs, here are some tips to keep in mind:

## 1. Research and Preparation:

**Review the event:** Before the career fair, research the event and the attending audience. Understand the types of candidates you're likely to encounter and if possible, tailor your messaging and materials accordingly. This will help you engage in more meaningful conversations and confidently represent GoS and your ministry.

**Know Your Goals:** Ensure you are familiar with the jobs and types of positions your ministry is hiring for. What are the educational backgrounds or skills that would match the positions you are recruiting for?

## 2. Clear Messaging and Employer Brand:

Ensure your messaging clearly identifies who you are, is easy to understand and resonates with the candidates you're trying to attract. Consider preparing key messages to ensure that all staff attending the event remember the key points you want shared with job seekers about your ministry, branch or positions. If your ministry already has existing vision, mission and/or culture statements, leverage these to increase awareness of your ministry as an employer.

Here are some important links to remember:

[student.summer@gov.sk.ca](mailto:student.summer@gov.sk.ca)

[www.saskatchewan.ca/careers](http://www.saskatchewan.ca/careers)

<https://www.linkedin.com/company/government-of-saskatchewan/mycompany/>

## 3. Engaging Booth and Marketing Materials:

We recommend creating a clean and clutter-free booth display that follows GoS branding guidelines. With numerous employers at the career fair, job seekers will encounter many giveaways and brochures. A main pamphlet and one giveaway item (such as candies) should suffice. Remember, you are an integral part of the booth and marketing material – your conduct matters as much as your displays. Kindness and professionalism go a long way.

## 5. Engage and Connect:

When interacting with candidates, be approachable and enthusiastic. Initiate conversations by asking open-ended questions about their backgrounds and career goals. This demonstrates genuine interest and helps you determine if there's a potential match.

Be mindful of your behavior – avoid chatting with colleagues or checking your phone when job seekers are waiting to speak with you. We encourage putting your out-of-office auto response in your outlook when attending career fairs.

## **6. Highlight Benefits and Culture:**

Emphasize your ministry's unique selling points, such as benefits, work-life balance, professional development opportunities and culture. Many candidates are not just looking for a job; they're seeking an environment that aligns with their values.

## **7. Discuss Growth Opportunities:**

Candidates are often interested in the potential for growth within a company. Be prepared to discuss career paths, advancement opportunities and how the positions you're hiring for contribute to overall professional development.

## **8. Resumes and Information:**

We generally advise job seekers to create their profiles on our careers page – [Saskatchewan.ca/careers](https://saskatchewan.ca/careers). This will allow them to apply to all positions that they see relevant to their skills and qualifications.

However, if you spot a match to your current vacancies, feel free to collect their resume and follow up with them after the fair on next steps to get them in the recruitment process. Consider having laptops at the booth to demonstrate how to search for your job openings on our careers site.

Familiarize yourself with staffing information that is publicly available on our website which typically links to [Taskroom](#). This way, you know where you can refer job seekers to, should they have detailed questions about our staffing processes.

## **9. Offer Insightful Advice:**

Even if no immediate position matches a job seeker's profile, offering career advice or suggesting alternative avenues can leave a positive impression and potentially lead to referrals. Said avenues include our [Career Life Page](#) in LinkedIn where they can express their interest to join the Government of Saskatchewan.

## **10. Evaluate and Improve:**

After the event, assess your participation. Identify successes and areas for improvement. This feedback will help refine your approach for future career fairs.

### **11. Representation Matters:**

Include a diverse team of representatives at the booth. When job seekers see someone they can relate to with in an employer booth, they are more likely to approach and connect.

### **12. Be Respectful of Job Seekers' Time:**

Remember that job seekers might be visiting multiple booths. Keep your conversations focused, concise and respectful of their time.

### **13. Adapt and Be Flexible:**

Be prepared to adapt your approach based on the job seekers you encounter. Every job seeker is unique and tailoring your interactions can lead to more successful connections.