



## **Expos and Career Fairs -- FAQs**

### Questions

1. What is the format of your fairs?
2. Should we attend? What kinds of jobs are students seeking? What kinds of students will be there?
3. When does registration open?
4. How do I register?
5. How much is registration?
6. How can I increase traffic at my table?
7. Can I arrange interviews with students at the Expo?
8. What should employers bring to the Career Fair?
9. How do I ship materials back and forth?
10. Can I just tell CSO I'm coming to a Career Fair? Will that secure my spot?
11. Online registration says the event is sold out. Can you squeeze me in?
12. Can I view student resumes in advance and reach out to them?
13. Can I search for student resumes and profiles by functions or industry?
14. How does CSO advertise Career Fairs?

### Answers

#### **1. What is the format of your fairs?**

Our fairs are like typical career fairs where each employer has a table and students pass through to talk with organizations. You can collect student resumes at the event and follow up with them after for more in-depth conversations.

#### **2. Should we attend your Career Fair? What kinds of jobs are students seeking? What kinds of students will be there?**

In general, employers have good experiences at our fairs. The percentage of employers who say they would return to a fair ranges from 85-100%, rarely going below 90%. Employers usually see on average 25-35 students. At our school-based fairs, student interests are pretty evenly split between teaching, school leadership and central office roles. At our non-K12 focused fair (Social Impact Career Fair), the top 3 industries of interest are non--profits/NGOs, consulting and a tie between media/technology and K12 schools. The top 3 functional roles of interest include administration/management, teaching/training, and analyst/researcher.

Please visit our [Students](#) page for demographic and employment plans data and our [Recruiting Challenges](#) page for more discussion on this.

#### **3. When does registration open for the fairs?**

Generally about 1-2 months prior to the date of the fair.

#### **4. How do I register for the fairs?**

Employers need to register online for our fairs. We email the link when we send out notification that registration is open for an event.



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**5. How much is registration?**

The registration fee for in-person fairs is \$95 *per organization*. There is no fee for employers to attend our virtual fairs.

**6. How can I increase traffic at my table?**

We suggest you reach out to students through the [HGSE Hub online community](#) or via email from their resume to invite them to meet you at the event. Many students may not have heard of your organization. They also might be more inclined to meet with you if they are contacted personally by an employer.

**7. Can I arrange interviews with students at the Expo?**

While we do not have interviews at the event itself, you can certainly conduct interviews before the event here on campus or the following day. CSO can help you arrange them.

**8. What should employers bring to the Expo?**

Employers can bring any marketing materials they wish including tablecloths, signs, brochures, etc. You can also bring laptops/iPads as Harvard has free wireless on campus; however many tables are not located near power sources. Please do not bring things to hang on the wall. We also suggest you bring hard copies of job descriptions you wish to advertise as well as a sign-in sheet to capture student contact information. You will need to take all your materials home with you as we do not have space in our office to leave marketing materials for employers.

**9. How do I ship materials back and forth?**

You can ship them via Fedex, UPS or postal service. We send instructions and the correct address when we send the registration confirmation email to you after you register. You are responsible for shipping items back after the event. You will need to keep the box, bring the label and arrange payment. You must also bring your package to our mailroom (in the same building as the Expo) after the event for the next day's pickup.

**10. Can I just tell CSO I'm coming to an Expo? Will that secure my spot?**

No, you need to register online to secure your spot. Verbal or email confirmation informing us of your intent to come does not guarantee you a spot.

**11. Online registration says the event is sold out. Can you squeeze me in?**

If an event sells out, we create a waitlist. If room opens up and we can accommodate you, we will let you know. Our events are popular, and registration is first come, first served. We can't guarantee availability if employers wait too long to register. We try to accommodate everyone who wishes to attend, and we appreciate that some employers have attended year after year or are HGSE alumni but sometimes we do face space and safety limitations.

**12. Can I view student resumes in advance and reach out to them?**

Yes. A week or two prior to the event, registered employers will receive a link to a digital Resume Book that includes resumes submitted by students seeking employment. Feel free to search the resumes and reach out to candidates you are interested in. Some students have also uploaded their resume to their HGSE Hub profile. If you see a student of interest, you can email them from the address in their resume or direct message them through the Hub. Go into their profile and click the Message button.



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**13. Can I search for student resumes and profiles by functions or industry?**

Yes, on Hub, we have search filters for members. Go to the Discover tab, select Members and search by geography, students' industry interest and students' role interest. You can also access industry/function sector groups on the Hub to let students know you are attending the fair and communicate directly with interested candidates.

**14. How does CSO advertise expos?**

Through various means:

- Events listing on our Hub site
- CSO office website front page
- HGSE's school-wide online events calendar
- Posters in the library

We also email students directly who indicated interest in functions/sectors related to the event. Finally, we advertise to the other career centers at the various Harvard schools.