Seven Tips for Maximizing Your Effectiveness at Student Fairs

1. Be early and be ready.
2. Make sure your materials are up-to-date and look like they belong together.
3. Use alumni and current students wherever possible – but train them first.
4. Smile, say hello, get a name, shake a hand, say thank you.
5. If you have the opportunity to give an individual school presentation, do it.
6. Conduct individual interviews before and/or after the event.
7. Follow up – follow up – follow up!

Key takeaways from our July 17, 2013 webinar featuring Dr. Don Martin (nearly three decades of recruitment experience at Columbia, Northwestern and the University of Chicago).

Watch on-demand here: http://webinars.brenn-white.com/session.php?id=11190

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