

## Representing Your Institution: Ways to Maximize Your Effectiveness at Student Recruitment Fairs

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### Exercise 1: First impressions (2 mins)

Do the people representing your institution leave a positive or negative impression?

Write down how you think your “customers” feel about the service they received when meeting you or your staff/colleagues for the first time.

### Exercise 2: Improving first impressions (2 mins)

Write down the first impression you would like you or your staff to portray when interacting with your prospective “customers” at a student fair.

**Exercise 3: Next steps (2 mins)**

Write down at least two changes you would like to make for your upcoming recruitment season in order to improve your results.

1.

2.