

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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