



Tips for Career Expos

1. If you are in the manufacturing, information technology, allied health, or transportation/logistics sectors, contact a Talent Link representative to get involved with area sector boards.
2. Be strategic about the career(s) you highlight. Based on the age of participants, what type of employees do you anticipate will be needed when those participants graduate?
3. After finding out about the expectations for vendors, format of the event, etc., tailor your display/activity.
4. Work with Talent Link staff to ensure that your display/activity is age-appropriate.
5. When possible, coordinate with other businesses to ensure that your display/activity is unique.
6. Give-aways with your company name and logo serve as a reminder to students of the event and what they learned about your company and careers. In open house format events, they also entice students to stop and look at your display and ask questions.

For more information, visit thetalentlink.org.