Reverse-Career Fair FAQ

**Why:** To dramatically increase the probability of XX select students landing full-time jobs and/or internships.

**How:** Hold a career fair, but flip the power dynamic so both students and employers have a better return on their time investment.

**What:** [Title of Event]

**When:** [Date and Time]

**Where:** [Location]

**Q: What in the world is a “reverse-career fair”?**

A: This event takes a traditional career fair – where both students and employers can meet and discuss job/internship opportunities – and places students behind tables instead of employers, thus flipping the power dynamic and creating a better event for both parties.

**Q: What is the value-added for students?**

A: Rather than entering a room full of hit-or-miss opportunities, all employers in attendance *must* be able to offer at least one job or internship in calendar year XXXX. Therefore, students know each employer in the room will have an opportunity for them to consider. Also, Career Services will be inviting employers based on the students’ interests.

**Q: A shorter pitch to students?**

A: “Students interview employers – not the other way around.”

**Q: What is the value-added for employers?**

A: Rather than hit-or-miss recruiting, employers are guaranteed a room full of qualified talent. Career Services will send employers the full profiles of the student attendees in advance of the event.

**Q: A shorter pitch to employers?**

A: “XX awesome candidates in one room.”

**Q: How do students sign up?**

A: [Detail your application process. Include important dates/deadlines.]