



## Expos and Fairs FAQs

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### Answers

#### **What is the format of your fairs?**

Our fairs are like typical career fairs where each employer has a table and students pass through to talk with organizations. You can collect student resumes at the event and follow up with them after for more in-depth conversations.

#### **Should we attend your Expo? What kinds of jobs are students seeking? What kinds of students will be there?**

In general, employers have good experiences at our Expos. The percentage of employers who say they would return to a fair ranges from 85-100%, rarely going below 90%. Employers usually see on average 25-35 students. At our school-based fairs, student interests are pretty evenly split between teaching, school leadership and central office roles. At our non-K12 focused fair (Social Impact Expo), the top 3 industries of interest are non-profits/NGOs, consulting and a tie between media/technology and K12 schools. The top 3 functional roles of interest include administration/management, teaching/training, and analyst/researcher. Please visit our [Students](#) page for demographic and employment plans data and our [Recruiting Challenges](#) page for more discussion on this.

#### **When does registration open for the fairs?**

Generally about 1-2 months prior to the date of the fair. Registration for the Global Independent Schools Fair opens in the summer due to the international travel involved for participants.

#### **How do I register for the fairs?**

Employers need to register online for our fairs. We email the link when we send out notification that registration is open for an event.



**How much is registration?**

Generally, early bird registration is \$95 and regular registration is \$150. The Global Independent Schools Fair is \$75.

**How can I increase traffic at my table?**

We suggest you reach out to students through our resume books to invite them to meet you at the event. Many students may not have heard of your organization. They also might be more inclined to meet with you if they are contacted personally by an employer.

**Can I arrange interviews with students at the Expo?**

While we do not have interviews at the event itself, you can certainly conduct interviews before the event here on campus or the following day. CSO can help you arrange them.

**What should employers bring to the Expo?**

Employers can bring any marketing materials they wish including tablecloths, signs, brochures, etc. You can also bring laptops/iPads as Harvard has free wireless on campus; however many tables are not located near power sources. We do not suggest you bring things to hang on the wall as many tables do not have wall access. We also suggest you bring hard copies of job descriptions you wish to advertise as well as a sign in sheet to capture student contact information. You will need to take all your materials home with you as we do not have space in our office to leave marketing materials for employers.

**How do I ship materials back and forth?**

You can ship them via Fedex, UPS or postal service. We send instructions and the correct address when we send the registration confirmation email to you after you register. You are responsible for shipping items back after the event. You will need to keep the box, bring the label and arrange payment. You must also bring your package to our mailroom (in the same building as the Expo) after the event for the next day's pickup.

**Can I just tell CSO I'm coming to an Expo? Will that secure my spot?**

No, you need to register online to secure your spot. Verbal or email confirmation informing us of your intent to come does not guarantee you a spot.

**Online registration says the event is sold out. Can you squeeze me in?**

If an event sells out, we create a waitlist. If room opens up and we can accommodate you, we will let you know. Our events are popular and registration is first come, first served. We can't guarantee availability if employers wait too long to register. We try to accommodate everyone who wishes to attend and we appreciate that some employers have attended year after year or are HGSE alumni but sometimes we do face space and safety limitations.

**When can I get the student resume books?**

We email the resume books to participating employers about 1-1 ½ weeks prior to the event. However, you can also access the books at any time directly on the Hired website. If you access the books on Hired before we send them to employers, please check them again after we've sent them as students continue to submit resumes until we send them out.



**Are your resume books divided up by functions?**

Yes, our resume books are typically divided up by several functions, sectors and geographic areas:

Functional roles:

Teaching  
School Leadership  
Central Office (school districts or charter networks)

Sectors:

Media/technology  
Consulting/research/policy  
Arts/culture/humanities  
Higher education  
NGO/international education  
Youth-focused non-profits

Geographic areas:

California  
New York  
Washington DC

**How can I email students from the resume books?**

Access the books on the Hired site under the Resume Books tab in the left hand sidebar on your homepage. When you click into a book, you'll see the list of student names. You can email specific students by checking the box in the left column next to their names. Once you've checked all the students you wish to email, hit the "Batch Options" drop down arrow at the top of the student list and select "Mail to Checked".

**How does CSO advertise expos?**

Through various means:

- Events listing on our Hired system
- CSO office website front page
- HGSE's school-wide online events calendar
- CSO's online communications platform for students
- CSO's Student Advisory Board which sends events to individual program cohorts
- Posters in the library

We also email students directly who indicated interest in functions/sectors related to the event. Finally, we advertise to the other career centers at the various Harvard schools.