

Hosting an Off-Campus Career Fair

How to increase networking, internship, and employment opportunities for students and employers, through partnerships with local Office Complexes to host an Off-Campus Career Fair!

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Identify a partner, location, and date/time-frame



- Buy in from work site & employers is key!
- Within close proximity to University and/or accessible via mass transit
- Has a number of different businesses located on premises, ideally with diverse backgrounds.
- Find the day/times when there is the most employer traffic (typically Mondays/Fridays are not recommended).



2

Market the opportunity to both students and employers

- Create the RSVP platform for employers and students. Be sure to include an option for them to list the times that they will be available along with what they are seeking (see next slide).
- Create a customized email/flyer for students and employers with pertinent fair details and the option to directly RSVP (i.e. Google Forms, Event Brite, CSM platform, etc.).
- Select a day to walk the facility and market the Fair along with the services your office provides to employers. Be sure to get contact info so you can follow up. Even if the employer cannot commit to meeting w/ students on that given date, you can still see if they'd be interested in working with you in the future.
- If allowed, you will want to post event flyers in common and shared spaces.



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QUESTIONS?

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