



Students Need More Than an Invitation

Career fairs take a lot of time, planning, and staff effort. They are also important moments for students, employers, and the school's reputation.

But many students arrive unprepared and they don't know who to talk to or how to follow up afterward. Staff may also have limited ways to see which students prepared, where students got stuck, or what happened after the event.

A Guided Path to Career Fair Success

Career Fair Navigator is a guided online tool that helps students prepare for career fairs, networking events, and employer visits. It gives students a simple step-by-step path so they know what to do before, during, and after an event. The goal is to make career events easier to navigate, help students make stronger employer connections, and give schools a clearer picture of student engagement and outcomes.

Support Step by Step

Career Fair Navigator turns career fair preparation into a clear checklist students can follow. Each step builds on the last, so students are not overwhelmed by everything at once.

- Choose target employers and learn what they do

- Plan what to say when meeting an employer
- Practice networking and elevator pitches
- Use templates for outreach and follow-up messages
- Get guidance on professional clothing and presentation
- Track preparation steps and post-event follow-up

For staff, the tool can show where students are engaging, where they may need support, and what outcomes are happening after the event, such as follow-up activity or interviews.

More Preparation. More Confidence. More Opportunity.

Career Fair Navigator helps students show up prepared for career fairs, networking events, and employer visits. By giving students a clear path before, during, and after each event, institutions can help them feel more confident, make stronger employer connections, and focus on sharing their skills, experience, and goals.

The tool also helps institutions expand career fair support without adding more work for staff. It can guide students through preparation and follow-up, show where students may need extra support, and provide a more consistent way to understand how career events are helping students take their next steps.