

# TIPS FOR THE EDUCATION ABROAD FAIR

The Education Abroad Office would like to give you some helpful tips and tricks for advertising your program effectively at the upcoming study abroad fair. We want you and your program to be as successful as possible and following these guidelines will help you in your quest to maximize student participation!

## Fair Do's

- Arrive early! As always, access to electrical outlets will be on a first-come, first-serve basis.
- Make your table visually interesting by adding height, depth, and color to your space.
- Ensure that all posters and materials are securely placed on your table – students may bump it when the room is crowded.

## Fair Don'ts

- Play music – it won't be heard above the crowd.
- Rely on a slideshow – students aren't going to stop to watch it all the way through.
- Have more than 3 representatives at your table – it's too crowded and turns people away.
- Block access to other tables or the aisles.

If you are not interested in actively manning a table, we will have an area inside the fair set aside for fliers and information.



## SETTING UP YOUR TABLE

### Table Ideas

- Fabric to add color to the table
- Tri-fold with photos of previous programs
- Flag or maps of the country visiting
- Banner with the program name
- Handout with vital program information
- Candy to hand out from the program country
- Sign-up sheet
- Contact information for the Education Abroad Office

**Tip:** A great table has height, depth, and lots of color. All of these elements will be attractive to students passing by.

