



How to promote your organization

5 things to do before exhibiting at a PracticeLink Career Advancement Workshop & Job Fair

So you've signed your contract and reserved your spot at an upcoming job fair. What next? Execute these simple tactics to make sure physicians know your organization will be there.

1

Make contact with your organization's residency programs and let them know you'll be exhibiting! Utilize those relationships to market the opportunity to meet potential candidates face-to-face.

2

Update your email signature with information about the event.

3

Add the event details to your organization's event calendar.

4

Utilize your social media channels to invite candidates. LinkedIn and Facebook provide a great opportunity to promote incentives or giveaways you'll have at the event.

5

PracticeLink provides a comprehensive RSVP list with contact information of all candidates that have pre-registered. Use this list to email and call candidates and set-up meetings in advance.

Once you complete these 5 simple tactics, your organization will be well marketed and prepared to exhibit. So get busy!

Need to reserve a table at an upcoming PracticeLink Career Advancement Workshop & Job Fair? Visit [PracticeLink.com/PhysicianJobFairs](https://www.practicelink.com/PhysicianJobFairs) or call **800-776-8383** today!