TIPS FOR THE FAIR

KENNESAW STATE UNIVERSITY EDUCATION ABROAD OFFICE

SETTING UP YOUR TABLE

Dear Faculty,

The Education Abroad Office would like to give you some helpful tips and tricks for advertising your program effectively at the up-coming 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 make your numbers in 2014-15!

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

This is a great example of an attractive table because it has height, depth, and lots of color. All of these elements will be attractive to students passing by.

HELPFUL REMINDER

Programs with money leftover in their agency account can use these funds to make posters, print fliers, or buy table supplies. Please check with your advisor prior to purchase.

DO

* Decorate table with fabric, items bought in country, and pictures from previous trips
* 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

DO NOT

* 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

IDEAS FOR WHAT TO PUT ON YOUR TABLE

- Fabric to add color to table
- Tri-fold with photos of previous trips
- Souvenirs students can purchase
- Flag or maps of country visiting
- Banner with program name
- Handout with vital program information
- Candy to hand out from program country
- Sign up sheet
- Contact information for Education Abroad Advisor

As always, access to electrical outlets will be a on a first-come, first-serve basis.