

CAMPUS RECRUITING PERSONALIZED TRAINING



Larry Martin

Recruiter. Connector. Career Fair Expert



Campus Recruiting Training

Two-Day Onsite Intensive (10.5 Hours)

By Larry Martin — Recruiter. Connector. Career Fair Expert.

Day One (5 Hours) — Building the Foundation

- **Campus Recruiting Fundamentals:** Why early talent pipelines matter and how they drive long-term ROI.
- **Building a Winning Strategy:** Define your Ideal Candidate Profile (ICP), set budgets, and choose the right career fairs.
- **Preparing Your Team & Tools:** Select the right ambassadors, post jobs effectively, and craft a strong booth pitch.
- **Marketing & Engagement:** Stand out on campus, partner with career services, and connect with faculty.
- **Logistics for Success:** Create checklists and use tech tools to stay organized.

Day Two (5.5 Hours) — Execution & Application

- **Career Fair Day Best Practices:** Professional presence, booth execution, and resume scoring.
- **Post-Fair Follow-Up:** How to follow up within 24 hours and expand your network on LinkedIn.
- **Candidate Handoff & Engagement:** Seamlessly move prospects into your pipeline and maintain interest.
- **Closing the Loop:** Delivering offers personally and professionally.
- **Capstone Project:** Teams design a complete campus recruiting campaign — from strategy to job offer delivery — and present their plans for feedback.

What Participants Receive

- **Campus Recruiting Playbook + Addendum Bundle** (\$200 value per participant)
- **Participant Workbook** with templates and worksheets
- **Completed Capstone Project** ready to implement at your next career fair

Why This Program Works

This isn't theory — it's the exact system used to generate **120+ offers, 61 hires across 18 universities and 35 career fairs in just 24 months.**