

Effective Organization Information Tables

Preparations:

- Schedule your table times and locations with the school weeks in advance.
- Arrange special needs such as electrical outlets or additional table space.
- Organize your wardrobe. Dress the members working the table in clothes that communicate your brand (e.g. khaki/polo, dress shirt/tie, organization shirt etc.)
- Arrive at least 30 minutes early. Give yourself time to set up your table BEFORE potential members arrive.

Table Set Up:

- Professional is best. Use a professional printer for brochures and marketing pieces.
- Hire a professional to design and/or create the exhibitor display and materials.
- Place and give away items or raffle items on the table as talking points.
- Showcase the organization (if table is indoors) Professional flags and banners are a nice touch.
- When high end isn't possible, less is more! Literally, keep it neat and simple.

Table Tips:

- Slide the table forward 6" to give your table a visual advantage over others. Or, push the table back and stand in the area where everyone else has their table.
- Use a clean, pressed table cloth over the table. Consider ruffled skirting around the table. Your table should look professional and inviting.
- Give your chairs away! You won't need them since you'll be standing in front of the table.
- Use raffle tickets or registration slips to promote a free gift, scholarship, or prize.
- Find a non-threatening way to capture name and contact information.
- If the table are near a common area (e.g. cafeteria, library, student union), using table tents that match your information table are a nice touch.
- Make it fun!

Working the Table:

- Staff the table with 2-4 members. Give them specific roles at the table.
- Two members should be 6' in front of the table and 6' apart, facing away from each other. Their primary role is to shake hands with every potential member that walks by, introduce the prospect to another member, invite him/her to a follow up function, and capture contact information.
- Have a helper's heart. Ask people at the Activities Fair what they are looking for and offer sincere guidance. You'll build instant trust. Besides, it's the right thing to do.
- Rotate the member teams regularly to keep them fresh (e.g. 30-60 min shifts)
- Consider creating competitions for the team that puts the most names on the list.
- Business cards can be a nice touch.
- Rehearse your pitch many times before you begin working the table.

Follow Up:

- Make sure to follow up with prospective members to give them more information on how to get involved.
- Provide information about any upcoming events or how to connect online.

Common Mistakes:

- Arriving late and/or early.
- Using a last minute display that looks like a 3rd grade science project.
- Failing to practice the script of what you'll say when people ask about the organization.
- Cluttering the table with trophies and junk.
- Underestimating the importance of smiling, shaking random hands, and having fun.
- De-valuing your brand by using gimmicks to sell your organization,
- Sitting/slouching behind the table, waiting for them to come talk to you.
- Failing to build a list of names with contact information for follow up.
- Crowding the table with too many members.
- Poor conversations at the table due to lack of interpersonal skills and/or practice.
- Members "hanging out" and talking to each other, but failing to meet students.
- Dressing like a slob, looking frumpy, or appearing disorganized.
- Creating a scene and/or drawing attention through antics is not success. Getting contact information from people that genuinely want you to follow up with them is success.