

# HARVARD COLLEGE



OFFICE OF STUDENT ENGAGEMENT

UNIVERSITY HALL, GROUND FLOOR  
CAMBRIDGE, MASSACHUSETTS 02138

## Student Organization Fair Guidelines for Student Organization Leaders

**When:** Friday, September 2nd

**Time:** 3:30-5:30PM (setup begins at 3:00PM)

**Where:** Tercentenary Theater

### Rules of the Fair

- Please stay at your assigned table. Each group receives half of an 8 foot. Refer to the directory listing to find your organization.
- Please stay with a 5' radius of your table due to limited space, and out of fairness to all organizations, as well as to ensure an orderly experience for students.
- Your table should have at least one representative at all times from 3:30-5:30pm to greet students, but should not have more than two representatives at the table due to space constraints.
- No latex products (most notably, balloons) are permitted at the Fair.
- No electricity is provided. No running of extension cords.
- No animals are allowed in the Yard.
- Ensure music is at a reasonable volume so as to not interfere with adjacent tables
- If you are planning to display a demonstration at your table that might be disruptive or create safety concerns for those nearby, please contact [soch@fas.harvard.edu](mailto:soch@fas.harvard.edu) for review by 8/26/22.
- At the conclusion of the Fair, please make sure your table and surrounding area are clean.

### Please find below tips from past student organization leaders about planning your organization's presence at the Fair:

- Develop a plan for how to prepare for the Fair: assign responsibility for staffing, handouts, displays, etc.
- Plan to arrive early at 3:00 PM to set up. Consider coming to the SOCH the night before to print materials.
- Ensure handouts are interesting and have sufficient information to attract students and contact information for them to connect and find out more, i.e., link/QR code to website/facebook page, email, listserv signup.
- Displays should be large, simple and clear to read and digest. Capture the highlights, so it is not overwhelming.
- Create a concise "elevator" speech that efficiently presents your organization's purpose and activities.
- Be ready to answer key questions about your organization: time commitment, comp process, active membership size, key events and activities.
- Show enthusiasm about your group, but interact appropriately and respectfully with students.
- Be friendly! Most of your potential members are new students, so introduce yourself and connect through personal interests, so that they feel comfortable with a connection to your group.

- Be clear about what “signing up” commits a student to. Receiving one email to get more info? A reminder to come to your first group meeting? Being added to the listserv? Becoming an active member?
- Consider not using a paper sign-up sheet, since you’ll have to transpose it later to an electronic format for it to be useful. Make sure to bring fully-charged laptops, since there is no electricity provided in the yard.
- Students will often search for additional information after the Fair, so be sure that all your websites are updated with accurate information.