

What is Tabling?

Tabling is an on-campus employer branding and student engagement strategy using an informational table in our Masters Common Area.

- Host a table to interact with prospective candidates in an informal, approachable setting. Employers use this as an opportunity to showcase their brand, company culture, and career opportunities.
 - The format typically features a combination of informational materials (brochures, flyers, branded giveaways), technology (videos or slideshows), and, most importantly, engaged representatives—often including company recruiters, alumni, or team members familiar with the Tepper School of Business and/or Carnegie Mellon University.
-

Purpose and Strategic Value

1. **Brand Awareness:** Tabling helps establish a visible presence on campus. This is especially critical for emerging companies or those entering new talent markets.
 2. **Engagement Opportunity:** It enables direct, face-to-face interactions with students. This immediacy often leaves a stronger impression than digital outreach campaigns.
 3. **Pipeline Development:** Employers can gather résumés, encourage sign-ups for job alerts, or invite students to upcoming events like corporate presentations and interviews.
 4. **Cultural Fit Promotion:** By providing a more conversational platform, tabling gives students an opportunity to explore your company's values and culture in an unstructured setting.
-

Key Considerations for Recruiting Success

1. **Location is Critical:** Tepper Masters Commons area is an excellent location for recruiter tabling. It is a high trafficked area and ensures a better visibility for our Masters students.
 2. **Representation:** Recruiters should be knowledgeable, personable, and enthusiastic. Including alumni from Tepper on your team can create an instant rapport with students.
 3. **Personalization:** Understanding the audience—such as knowing the key fields of interest, strengths, and aspirations of the university's Masters cohort—can fine-tune messaging.
 4. **Collaterals and Technology:** Offering professional yet engaging materials (like industry reports or company mission brochures) and dynamic content like videos (**using your laptop**) adds depth to the interaction.
 5. **Follow-Up Strategy:** Tabling does not end when the table is packed up. Using sign-up sheets or digital data capture to follow up with interested students is essential to move them further down the recruiting funnel.
-

Why Tabling Matters for Masters Employers

For Masters employers targeting this selective talent pool, tabling offers a scalable way to build brand loyalty and showcase career opportunities in a low-pressure environment. Furthermore, it enables recruiters to gather insights into what students value most—be it leadership development programs, diversity initiatives, or international opportunities—and tailor their recruiting messages accordingly.

By effectively leveraging this touchpoint, recruiting employers can create memorable impressions and foster meaningful connections with top Masters candidates, bridging the gap between early-stage awareness and application commitment.

How do I request Tabling?

- Log into or create an account for the [MCC Recruiting Portal](#)
 - Click on Events
 - Click on Host an Event
 - Complete the request form choosing **Event Type “Tabling”** and Submit
 - A Recruiting Team member will contact you to confirm your request(s)
-

Questions?

Contact Janet Vojtash, vojtach@andrew.cmu.edu or 412-268-5044.