

Career Fair Tips for Success

Before the Career Fair

- See Handshake for event details, registration to attend, and list employers/opportunities available at event.
- Identify your top ten organizations and begin researching basic information about them including size, location, products and services, history, financials, and mission/vision statement. Use resources such as the organization's website, LinkedIn, Glassdoor, and news articles.
- Use the grid on the back of this sheet to help identify which companies you want to connect with during the Career Fair.
- Polish your resume. Schedule a career advising appointment with Career Services to review your resume. Visit <https://bit.ly/csoappointment> to schedule an appointment.
- Print 15-20 copies of updated resume and bring to the career fair in a portfolio or binder.
- Review and practice your answers to common questions such as
 - "Why did you choose your major?"
 - "Why are you interested in (insert career path)?"
 - "Why are you interested in our organization?"
- Prepare a few questions to ask recruiters. Questions that can't easily be answered on organization's website.
 - "What are the recommended majors to pursue a career in (insert career path/industry)?"
 - "What are some careers available in the (insert industry)?"
 - "What internships / job experiences would you recommend for someone becoming a (insert job title)?"
- Create and practice your elevator speech, a 15-30 second introduction to who you are and why you are interested in the organization. See "Networking: Elevator Pitch" tip sheet for examples.
- Prepare your attire. Wear a business suit in a conservative color such as black, brown, navy, or gray with a white or pastel collared shirt and closed-toed comfortable shoes. Wear minimal jewelry and keep cologne/perfume to a minimum. Coats should be hung on coat rack book bags set aside.
- Remember to bring a pen, paper, and portfolio to write down notes, recruiter names, next steps, and collect literature and/or business cards.

During the Career Fair

- Pick up a fair map and nametag at Career Services check-in station. Locate your top ten organizations on the map. Place below your right shoulder.
- Don't travel in groups. This isn't a social event; it's a chance for you to market yourself as a future employee.
- Build a relationship with each recruiter by smiling, offering a firm handshake, and making eye contact.
- Use your elevator pitch! See "Networking: Elevator Pitch" tip sheet for examples. Demonstrate a positive, friendly, and conversational demeanor.
- Gather information and materials from each organization, including business cards when possible.
- Showcase your enthusiasm and knowledge while asking your prepared questions. Your questions will help you gain an in-depth understanding of the organization and its opportunities, allowing you to assess your fit.
- Take notes after each conversation and identify next steps, including filling out an online application.

After the Career Fair

- Send thank-you notes to recruiters you met at the Career Fair within 24 hours, not only to thank them for their time, but also to express your interest in the organization and its opportunities. Have someone proofread your note before mailing or delivering.
 - Apply to the companies with whom you have an interest.
 - Create a system to organize your materials, notes, and contact information.
 - Plan to follow up with recruiters if you do not hear back from them regarding your job or internship application 2-3 weeks after the career fair. You may say something like, "I am following up to find out the status of my application." Remain professional.
 - Use professional contact information. Your email address and cell phone voice mail message should be professional.



Career Fair Preparation Worksheet (duplicate this worksheet to research as many companies as you want)

What position titles or opportunities are you interested in learning more about?

1. _____
2. _____
3. _____

Identify a few companies to connect with and do some research:

| Company Name & Location | What opportunities does this company have of interest to you? | What industries is the organization listed under? | What does the organization make/do? | What is one thing you find interesting about the organization? |
|-------------------------|---|---|-------------------------------------|--|
| Company #1: | | | | |
| Company #2: | | | | |
| Company #3: | | | | |

After the career fair, answer the following questions for each company visited with.

| Company Name | Who did you speak with from this company? | What did you learn about that company and their opportunities? | How do you plan to follow up with that recruiter for more information? | What additional questions do you have or what additional information will you seek? |
|--------------|---|--|--|---|
| Company #1: | | | | |
| Company #2: | | | | |
| Company #3: | | | | |