Preparing for a Career Fair:

- Learn which employers will attend the career fair and what qualifications they are seeking (go to hiretulanegrads.com for the complete list of companies)
- Target specific employers and conduct research via the career center, library, or internet resources
- Understand the basics of the business companies are engaged in
- Prepare questions for the employers
- Skills needed and responsibilities
- Career growth and educational opportunities
- Prepare a flawless resume and make 15 or more copies for the fair
- Acquire a portfolio to carry to the fair in order to provide easy access to resumes and storage for company information
- Have business cards made for networking purposes
- Prepare a 60-90 second professional “commercial.” Concentrate on your education, experience, leadership, accomplishments, and goals
- Practice your introduction

Communication and Presentation:

- Dress professionally – you only have one chance to make a first impression. Wear attractive, but comfortable shoes
- Arrive early – plan on time to park, study the fair program, and locate targeted employers
- Shake hands, make eye contact, and smile when meeting an employer representative
- Demonstrate enthusiasm, confidence, and interest
- Remember your professional introduction and questions for employers
- Answer questions they may have directly, politely, and concisely
- Listen carefully and gather information. Keep notes for later reference and thank the recruiter for their time
- Network with other students while standing in line – you may learn about other opportunities you were unaware of

Follow-Up:

- Follow-up as instructed – complete the online application, send a transcript, or contact another person. Do this in a timely fashion to demonstrate interest
- Send a thank-you note to recruiters with whom you spent a significant amount of time, particularly those whose opportunities interest you
- Remind them of your qualifications and reiterate interest in their company