

NAVIGATING CAREER FAIRS

PREPARING FOR THE FAIR

- Learn which employers will attend the career fair in Handshake and what qualifications they are seeking
- 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 elevator pitch. Concentrate on your education, experience, leadership, accomplishments, and goals.
- Practice your introduction.

AT THE FAIR

- 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.

FOLLOWING 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.