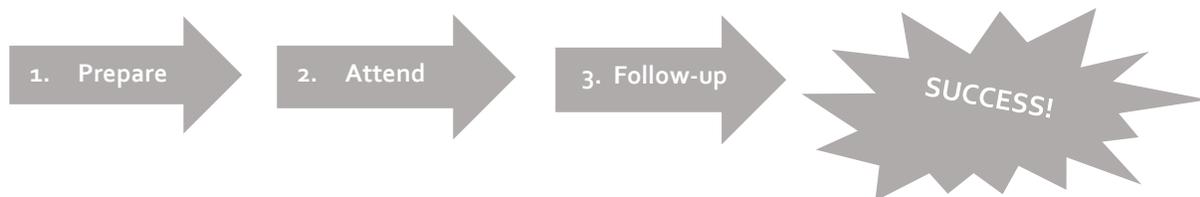


OFFICE OF CAREER SERVICES

CAREER FAIR ESSENTIALS

Attending a career fair is a great way to learn more about an industry, company, career path, or position, but more importantly, it is a great place to network with employers. Career fairs give employers an opportunity to impress candidates with the caliber of their workplace, and job-seekers a chance to make a strong first impression on potential employers. Employers see your resume, but they also see you. They note the following: how you present yourself; how you shake hands and maintain eye contact; how you introduce yourself; and what you choose to ask. Employers evaluate you, as much as you evaluate the companies they represent. To make the most of attending a career fair, follow the steps and tips below.



1. PREPARE BEFORE YOU GET THERE.

- **Research** which companies will attend the career fair, and note the ones that interest you. Go to the company's website to learn more, and check their career opportunities. Come up with questions to ask during the career fair. This research initiative will impress the company representatives.
- **Create** a concise "two-minute pitch." Your pitch should describe your skills, the kind of work that interests you, and what makes you want to work for that company.
- **Write** and introduce yourself prior to the fair to those employers of greatest interest to you.
- **Print** enough copies of your resume and bring business cards to handout to multiple employers.

2. ATTEND WITH A PLAN.

- **Plan** your day. Arrive at least 15 minutes early and prioritize the companies you want to see. Focus on those companies before touring the room.
- **Maximize** your time while waiting in the long lines. Review your questions, make notes, review material, and network with the people in line.
- **Avoid** picking up all of the freebies that employers give away. Minimize what you carry, so the employers focus on you, not the stuff you picked up throughout the day.
- **Look** professional. Conservative suits and shined shoes are recommended. Carry a portfolio with enough copies of your resume. Smile, give a good handshake, and maintain eye contact.
- **Ask** for the recruiter's business card and any other material they have on the company. Smile, thank them, and shake hands again. Ask when you can follow up regarding employment opportunities.

3. FOLLOW UP WITHIN 24 HOURS.

- **Send** a brief thank you note by email. This is professional and thoughtful, and it also distinguishes you from other candidates.

Remember these steps, maximize the benefits, and make it a success!

Updated 08/13/2018