Job Fair Prep

Benefits of Attending a Job Fair

- Learn about the variety of positions available
- Talk to someone currently working in your field of interest
- Obtain interview experience
- Learn about internship and/or employment opportunities
- Establish employment contacts
- Discuss major or minor options for value and interest to organizations
- Obtain referrals for job leads
- Obtain employment

Before the Fair

- Review the list of organizations participating in the fair
- Select the top five employers you are interested to visit first
- Learn a little about them before visiting their table if possible
- Be sure your professional resume is up to date (20-25 copies on quality paper for a large fair)
- Prepare lots of calling cards for distribution
- Carry a portfolio or briefcase
- Prepare a "personal commercial" to introduce yourself
- Bring a list of references in case you are given an immediate interview
- Look for workshops offered prior to Fair dates that may assist you in preparing for the Job/Career Fair

- Create a positive first impression with a neat, clean appearance and dress conservatively
- Make sure your hands are clean, nails are trimmed and your hand is ready for shaking!

Know what to say

- ACTION ~ time to run your one minute commercial
- Be ready to discuss what you like doing and what kind of work you are looking for
- Highlight your skills and accomplishments
- Focus the conversation on your skills and abilities by approaching the employer alone (not with a group of friends)
- Thank the employer for their time
- Take your day timer or a calendar to book any interviews

At the Fair

- Behave professionally, even in elevators, corridors, parking lots, etc.
- Be organized--avoid digging in your backpack for your resume
- Arrive as early as possible while employers are fresh and have supplies of their materials
- Talk to other participants and use the Job Fair as a learning experience
- Job opportunities can come from fellow participants
- Patience is key; use waiting time as an opportunity to study employer information
- If available, pick up relevant business cards and brochures from the employers and make notes on things you wish to remember
- Revive yourself with water or juice
- Breath mints can save the day, be sure to keep several handy! (no gum chewing)

Know why employers go to job fairs

- To provide job information to interested candidates
- To make contacts with prospective new employees
- To increase awareness of their organizations
- To fill existing job vacancies

Present yourself effectively

- First impressions count! Keep in mind the type of position and organization to which you are applying and dress appropriately
- State your name
- Offer the recruiter a copy of your resume
- Ask about career opportunities with the organization
- Tell the employer about the skills that you have to offer
- When appropriate, display your knowledge of the organization and ask relevant questions
- Be enthusiastic, interested and confident at all times
- Avoid discussing salary and benefits, and focus on what you can do for the organization
- Take brief notes after meeting with the employer, including important information you have gathered about the organization
- Get a business card and take a copy of any literature displayed at the booth

After the Fair:

- Write thank you letters to all of the employers who spent time with you
- If possible, remind the employer of something you talked about during the Job Fair

- Call employers a week later for follow up
- GOOD LUCK!

Five Steps

Sometimes job openings and opportunities can be found by **canvassing** or **cold calling** specific employers as to whether a position exists or not. Even if a job opening is not advertised or does not exist at that time, the employer could create a position or consider you for the first one that becomes available.

Step 1 - Introduce the Product, that's you

- What skills or experience do you possess that will help you stand out?

Step 2 – Tell the employer what you can do for them

- Describe your features. What skills and experience do you have to offer?

Step 3 – How will you benefit the company?

- Describe how the company will benefit from your employment for example, "will increase your customer satisfaction rating by exceeding customer expectations.
- Think about how you can help ~ what have you done for companies in the past.

Step 4 – Added services

- Identify any accomplishments or additional skills that will fit the position.

Step 5

- Practice introducing yourself and telling the employer the features, benefits and value added services that you can offer.