

CAREER FAIR TIPS



BEFORE THE FAIR



Do your homework. Spend time researching employers *before* the fair. Employers want to speak with candidates who are already familiar with their organization. Never ask a recruiter, “What does your company do?”



Get your resume in order. Create and/or refine your resume and bring many clean, crisp copies to hand out.



Prepare an elevator pitch. Create a one-minute elevator pitch that summarizes your skills, goals, and experience. Practice until you are comfortable beginning the conversation.



Image isn't everything, but it's a lot. Your first impression is important. Suits are *always* your best option. For men, a navy, gray or pin-striped suit. For women, a suit or tailored dress in a solid or subtle color. Name tags should be worn on your *right* lapel. When shaking hands with the recruiter, your name tag can be easily viewed.

AT THE FAIR



Plan the day. Relax and plan on spending time at the fair. Career fairs are not that frequent so plan your time well.



Ease into it. Visit your lower priority companies first. This way you can practice and fine tune your approach. When you are ready, proceed to the top priority employers on your list.



Keep it lively. The lines may be daunting, but don't fail to maximize this opportunity. Talk to every company that fits your experience and ambitions. If you meet with 20 recruiters, at the end of the day you will know 20 people by name. That sure beats sending a blind resume to “Dear Personnel Director.” When you talk to a company representative, remember to *shake hands firmly and introduce yourself*. This is your chance to make a lasting first impression.



Network! Talk to both employers and other job candidates. If you are standing in line, don't be shy. Talk to the people in line. More jobs are filled by networking than any other means.



Avoid the shopping spree. Many companies give out “freebies” at their booths. It's OK to pick up an item or two, but don't leave the impression you are shopping for your dorm or apartment.



Take the initiative! Typically, recruiters will follow up with students within two weeks. However, they expect some type of follow up from students, too. Send an email, prepare a thank you letter, or complete a job application and send it to the recruiter within 24 hours after the event.