



BEFORE THE FAIR

PREPARE YOUR RESUME: A job fair resume is designed to showcase **all** of your skills and abilities in order to impress the recruiters so much that you're offered an interview. There are three types of resumes for a job fair:

- **General:** Basic overview of your skills, abilities, and accomplishments
- **Employer Specific:** Overview of your skills, abilities, and accomplishments with the goal of targeting a specific employer
- **Career Pathway:** Overview of your skills, abilities, and accomplishments with the goal of pursuing a specific career

DRESS FOR SUCCESS: Your first impression counts! Your attire is a statement of who you are and how you want to be perceived. Dressing professionally for a job fair demonstrates that you want to be taken seriously as an applicant. Take time to think about your attire.

PREPARE AN ELEVATOR PITCH: Create a one-minute pitch that summarizes your skills, goals, experiences, and the kind of company with which you want to associate. Consider what impression you want to leave with the recruiters, and what they may be looking for in you. Use this as your opening.

CREATE A BUSINESS CARD (optional): Design a simple business card to hand to recruiters. The card should contain your name, email, phone number, LinkedIn URL. Optional information includes your major, month and year of graduation, and the name of your institution. Benefits to a business card include recruiters knowing you planned ahead, and you are more likely to get a business card in return. These can be used for future networking as well!

DURING THE FAIR

EASE INTO IT: Review companies before the job fair and prioritize. Visit your lower priority companies first to practice and fine-tune your approach. When you are ready, proceed to the top priority companies on your list.

APPROACH THE TABLES & KEEP IT LIVELY: Recruiters want to meet you, so maximize this opportunity! Talk to every company that fits your experience and ambitions. Most companies have a variety of job opportunities, regardless of industry. 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."

- **Make the best first impression!** When you talk to a recruiter, remember to shake hands firmly, make eye contact and introduce yourself.
- **Network!** Talk to recruiters and other job candidates. If you are standing in line, talk to the people in line. 85% of jobs are filled by networking than any other means.
- **Smile, relax and be yourself!** Recruiters come to learn more about you, be you, because you are awesome!
- **Show courtesy and respect.** Professional behavior makes a big impact on how others view you as a potential employee.
- **Avoid the shopping spree.** Many companies give out freebies at their booths to encourage you to connect with them. So pick up that free pen, while having a conversation, and learning about the company.





Questions to ask at a Job Fair

Select a few

To learn more about what the company is looking for in an employee:

- What kinds of skills and experience do you look for in an employee?
- What are the characteristics of your most successful employees?
- What level of education (bachelor/graduate/other) do you look for in a candidate?
- What type of degree (major) do you prefer?
- Which courses or experiences do you suggest to be a successful candidate?

To learn about the positions, hiring process and deadlines:

- What kind of entry-level positions (or internships) exist within your organization?
- What details can you share with me about this/these positions? (hours, salary, benefits)
- Does your company hire on a continual basis or just at certain times of the year?
- What does the hiring process entail?
- How long does the hiring process take?
- Do you offer informational interviews or job shadowing opportunities?

To learn more about the company and opportunities:

- What can a typical employee in your division expect to be doing 2, 5, or 10 years after hiring?
- What is your organization's culture like?
- For how many years does the typical employee stay with the company?
- Are there opportunities for ongoing training through your organization?
- Do you expect your employees to relocate?
- Is there travel involved? How much travel is involved?

To learn more about the employees at the company:

- What made you choose this company and why do you stay?
- How long have you been with the company?
- What is the one thing that most surprised you about this company?

Get the interviewer's business card & follow up!

After talking to an employer that interests you, make notes (on the back of their business card) about what you talked about and snap a picture of it. Follow up with an email within a couple of days that reinforces the points you made and the facts you learned.

- Always refer to the date and location of the job fair.
- Highlight parts of the conversation that stood out to make it easy for the employers to remember you.
- Always include a copy of your résumé.

Always thank the recruiter for speaking with you and offer your resume. Some recruiters will ask that you apply online vs accepting a resume. In this case, offer them your business card and ask for a business card, this way you can follow up with a personalized email!

