Prepare a sound bite and dress professionally.
Create a one-minute “sound bite” 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 employers, and what they may be looking for in you. Use this as your opening. And, be sure to dress professionally; at a minimum, “business casual.”

Create a business card.
Before the fair, design a simple business card to hand to employers. 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.

Approach the tables.
The employers want to meet you! They will think you aren’t interested unless you step up and make contact. Don’t cruise the job fair with a group of friends.

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 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 résumé to "Personnel Director."

- When you get to actually talk to a company representative, remember to **shake hands firmly, make eye contact and introduce yourself.** This is your chance to make the best 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 you don't leave the impression that you are shopping for your dorm or apartment.

- **Smile, relax and just be yourself!** That is who the employers want to see. Most people make better impressions this way than by trying too hard.

- **Show courtesy and respect.** Professional behavior makes a big impact on how others view you as a potential employee.

Get the interviewer's business card & follow up!
After talking to an employer that interests you, make notes about what you talked about. If interested, 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.
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's the one thing that most surprised you about this company?

Always thank the employer for speaking with you and offer your resume.

**Some employers 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!