HOW TO WORK A CAREER FAIR

Why Attend a Fair?
• Increase your chances of scheduling an interview.
• Expand your network of contacts/get your resume out there!
• Investigate potential positions and career fields.
• Learn more about the employers and for what they are looking.
• Take advantage of numerous employers all under one roof!!

What to Expect
• Employers expect candidates to be prepared (ex. Professionally dressed, ask thoughtful questions, have a polished resume and know something about their organization).
• Most recruiters are not authorized to hire candidates the day of the fair… your goal should be to meet recruiters and get your resume around.
• Employers enjoy career fairs because they can meet MANY candidates in one day. Consequently, you have a short time to sell yourself and make a positive impression.

Before a Fair
• Prepare your resume (have it reviewed by Career Development) and make plenty of copies on resume paper. No cover letter is needed.
• Learn to sell yourself…create YOUR “30-second commercial” which includes a firm handshake and introduction, your objective (why you are there and what you are seeking), and a brief summary of your education, experience, and strengths.
• Research the organizations’ websites so you are familiar with them!!
• Prepare questions to ask; be ready to answer common interview questions (see CDC Guidebooks).

During a Fair
• Target/prioritize those employers with whom you want to meet (your ‘A’ list) and plan to approach them first. Or, to build up some confidence, speak with one or two of your ‘B’ list employers, and practice on them before approaching your first choices.
• Don’t wander around the fair with friends. This is a chance make yourself stand out!
• Be confident, persistent, and patient. You may experience long lines.
• Introduce yourself and offer a firm handshake. In a few sentences, tell the employer what they want to know! Maintain good eye contact and listen attentively.
• Be aware of your non-verbal communication – do not fidget, rock from side to side, play with your hair, etc. Keep your shoulders back and maintain good eye contact.
• Offer your resume last and collect business cards.

After a Fair
• Follow-up is essential, send thank you letters to employers.
• Observe the follow-up procedures suggested by the employers.
• Write down notes/conversations from the day for future reference.

Things to Remember:
• Recruiter’s address does not tell you the location of the position - if you are looking for a job in another state the recruiter can put you in touch with a recruiter from that state
• Speak with the recruiter even if they didn’t specifically request your major. New positions open daily and it is possible that they had a position become available after they initially registered.