

# Making the Most of a Career Fair

## WHY ATTEND?

### Networking

Networking is one of the most influential components used in the process of hiring new employees. Attending a career/job fair can be a great way to network. Employers are looking to hire students and alumni for full-time, Co-op or internship opportunities. Attending a career/job fair gives you the opportunity to meet prospective employers in person.

### Learn about Employers

Even if you are not looking for employment, you can still benefit from meeting employers and recruiters to learn about the types of positions within their organization. This information can give you exposure to a variety of occupations, industries, and potential work environments. Remember to RESEARCH each employer in advance to know as much as possible about the organization and its mission.

## TIPS AND BEST PRACTICES

### • Plan Your Time

Preview the list of employers ahead of time in order to identify the ones you are most interested in meeting (and to prevent missing an employer that may leave early). A list of company names with general information about positions and/or academic requirements will be available prior to the career/job fair.

### • Bring Resumes

Have a professional-looking resume on good quality bond paper. Bring enough copies for the prospective employers you want to meet.

### • Dress Professionally

Dress in professional attire, usually a conservative suit, and avoid wearing any heavy fragrance.

### • Make a Good First Impression

Be sure to greet the employers with a firm handshake and good eye contact. Lasting impressions are often made within the first few seconds of an introduction.

### • Prepare a Solid Introduction

Prepare and rehearse a short (less than a minute) mini-script for introducing yourself to employers. This script should include your name, career interests, education, experience, and skills most relevant to the employer's needs.

### • Be Confident

Remember, your best selling point is that you have a combination of personality, skills, dreams, and experiences that is completely unique!

### • Follow Up With Employers

Keep notes about conversations and specific details you will need for your follow-up. After speaking to many people, it can be very difficult to keep individuals, job titles, and employers straight. Get a business card and make sure you know the person's correct name and title. Send a thank you letter, email, or hand-written card to employers and recruiters that you speak with.

### • Remember These Tips

You are going to be "on display" for hours. Get enough sleep the night before and wake up in time to have a relaxed breakfast. Plan ahead so your attire, resumes, and anything else you need are ready the day before the career/job fair.

## CAREER DEVELOPMENT CENTER

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