

# HOW TO WORK A JOB FAIR



*Consider your trip to the job fair as being just like a trip to the mall – you are shopping for information.*

## Step One – Before the Job Fair

- 1. Resume** – be sure it's perfect, looks good, easy to read, on resume paper (have it critiqued during walk-ins in the Career Development Office) Bring lots of copies to the job fair.
- 2. Research** – Know what employers are going to be there. Focus on your top employers and research them. Knowing something about the employers shows interest and having done some homework. Try to get a feel for what the company is looking for.
- 3. Prepare** a one minute introduction about yourself in advance – tell the employer your name, your major, your career interests and your skills and abilities and why you are coming to the company's table.
4. Pick out your **clothes/shoes** ahead of time – don't throw an outfit together the morning of the event. This is your chance to make a great first impression.

## Step Two – During the Job Fair

- 1. Arrive early.** This will give you a chance to avoid long lines and get comfortable with the set-up of the room(s)
2. Put your **major on your name tag.**
3. Practice the “**Walkabout Technique**” Before you speak with any employers, walk around the entire area and get a feel for the layout and where each employer is located. Keep mental notes of who you are interested in speaking with.
4. Practice the “**Walkabout Employer Technique**” Rather than getting in line, walk up to the table and pick up literature that is offered about the company. Stand back and listen to what the employer asks other students. Think about how you would answer the same questions. Watch the style of the recruiter.
5. Be the first to speak – shaking hands, making eye contact, smiling and giving your one minute introduction.
6. Be ready for the question – “What are you interested in – what are you looking for?” The key is having SOME direction.
7. Have questions about the companies prepared ahead of time. This shows that you have done your homework and are interested in the company.
8. Close the conversation thanking them for their time and information and indicate you look forward to hearing from them.
9. Anticipate that the time you will spend with each employer will vary. It typically is a brief conversation.
10. Always get a business card if they have one with them. (Some recruiters purposely do not bring business cards – they want you to go to their company's website.)

## How to Work A Job Fair Continued...

### Step Three – After the Job Fair

*The key is to Follow-Up*

1. Send a **thank you letter** or email a day or two after the fair.
2. **Activity** – have participants prepare a self-introduction and allow time to introduce themselves to others attending the program.