

HOW TO MAKE **JOB FAIRS** **WORK FOR YOU!**

Job fairs are an important part of the recruiting and job search process. Unfortunately, many candidates are unsuccessful because they are unprepared. Here are some tips to make you successful.

Before the Fair

Learn who is coming

- Generally, you can learn the names of most, if not all, the employers who plan to participate. Narrow the list down to those of most interest and begin to research their products/services and employment needs.

Contact Select Employers Ahead of Time

- Send an e-mail expressing your interest and add a resume tailored for the company/position. Do this for all companies which you have a special interest. Point out that you will be in touch with them at the fair and are looking forward to it.

Prepare an Elevator Pitch using our Handout

- Job fairs offer only brief contact with organizations so be prepared to make the most of your time. Create an interesting verbal summary of your background, achievements, and career interests.

Know What You Are Going to Ask

- Have one or two questions in mind for each employer that reflect the research you have done about the employer and your interest.

During the Fair

Dress for Success

- The first impression you create is critical so dress in business professional attire. This generally means a suit, or at least a blazer with dress pants, a skirt, or a dress. See our handout for more information.

Study the Layout and Plot your Strategy

- As soon as possible, get a map to learn the location of the employers. Don't start by visiting your favorite employers. Warm up by talking first with a few other organizations. Then, when you are in the swing of things, visit your favorites. Remember to ask for business cards or contact information of the recruiter you spoke with for future reference.

Take Notes After Speaking with Each Employer

- It's very easy to mix up the numerous employers. As soon as you leave a booth, jot down notes about the employer. List questions you want clarified and add notes on how to apply and to whom you spoke.

How to Talk to a Job-Fair Recruiter

Walk

Walk up to the employer's table or booth. Make eye contact with the recruiter, smile, and say hello.

Offer

Offer your handshake and introduce yourself.

Deliver

Deliver your 15 second elevator pitch.

Ask

Ask about the career opportunities for your field at that company.

Answer

Ask a few follow-up questions and answer the recruiter's questions.

Tell

Tell the recruiter that you would like to apply for that job or position.

Offer

Offer the recruiter a copy of your resume.

Ask

Ask how you can schedule a job interview.

Ask

Ask for the recruiter's business card.

Thank

Thank the recruiter, smile, offer your handshake, and then move on.

After the Fair

Follow Up With Employers

- Remember to send a thank you e-mail within 24 hours after the fair to the employers you met. In your email thank them for their time, mention which fair you attended and the positions of interest to you, and refresh the recruiter's memory by mentioning something you discussed at the fair. Emphasize your interest in the position. A good question to ask is "What are the next steps in the hiring process?" or "How can I secure an interview?" Attach another copy of your resume.

Complete Online Applications

- Don't wait if instructed to complete applications online. Do so as soon as possible and on the applications indicate that you spoke to the recruiter at the specific fair on the specific date.

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