



Tips for Succeeding at Career Fairs

Preparing for the Event

- ◆ Obtain a list of the companies that will be present.
- ◆ Research the companies that may be of interest to you.
- ◆ Prepare a list of questions you would like to ask representatives.
- ◆ Know your skills, qualifications and interests. Be prepared to answer basic questions about your education, career aspirations, and preferred job location.
- ◆ Prepare a one minute commercial about yourself.
- ◆ Have a business card and/or an updated copy of your resume.
- ◆ Have a References list or copies of your letters of recommendation.
- ◆ Bring a note pad, a pen and a small binder or folder.
- ◆ Dress professionally if seeking employment and casually, yet conservatively and neatly if seeking information.
- ◆ Prepare a strategy for the day of the Fair.

Impressing the Employers

- ◆ Obtain an updated employer list and a map of the venue.
- ◆ Visit the booths by yourself, not with a group of friends.
- ◆ Be warm, friendly, and self-confident. Approach all the employers that you had planned to speak to.
- ◆ Greet the representative with a handshake and introduce yourself.
- ◆ Ask your questions.
- ◆ Request/take brochures and reports concerning the company.
- ◆ Offer to leave a copy of your resume or a business card.
- ◆ Be prepared to answer questions clearly and concisely.
- ◆ Request a business card and mention your interest in following up at a later date.
- ◆ Thank the representative for his/her time. Handshake.
- ◆ After you have approached all the employers you wanted to meet, review your notes and the information received.
- ◆ Return to ask more specific questions if necessary.

Questions: The DOs and DON'Ts

Questions to Ask:

- ◆ What is the typical career path for a graduate employed with your organization?
- ◆ I read in your brochure that you offer extensive training to your new employees. Can you tell me more about your training program?
- ◆ Employment and/or hiring trends.
- ◆ Skills necessary for different careers/jobs.
- ◆ Who to contact for follow-up discussions.
- ◆ Current/future openings.

Questions to Avoid

- ◆ Who are you? What does your company do?
- ◆ What type of salary and/or benefits package does your company offer?
- ◆ Other questions for which information is easily accessible on website or in brochures and reports.

Follow Up

- ◆ A few days after the career fair follow-up with the employers that interest you.
 - ◆ Attempt to set up another meeting.
 - ◆ Request to forward your resume.
 - ◆ Arrange for a future follow up conversation.
- ◆ A follow up can take place by telephone or in writing.