

CAREER FAIR PREPARATION

Tip Sheet

MAKE THE MOST OF CAREER FAIRS

BEFORE, DURING & AFTER THE FAIR • SAMPLE QUESTIONS TO ASK • THE PITCH

WHAT TO DO

Before the fair

- **Determine your goals and identify which skills** you want to market. Think about how your skills, knowledge, and experience fit the organizations' needs.
- **Find out which companies and organizations will be represented**, and research them to determine if they are of interest to you.
- **Prepare copies of your resume** tailored to your career choices.
- **Create a calling card or networking card** that includes your contact information and a skills summary.
- **Compose relevant questions** that you want to ask employers.
- **Practice your handshake** and your 30-to-60 second pitch.
- **Plan what you will wear**; dress professionally, as you would for a job interview.

During the fair

- **Pick up a floor map**, and plan which companies you want to connect with.
- **Provide your tailored resume to employers at their request**, but, ideally, you want to send a letter or resume that reflects the information you gained from your discussion with the employer. If you do leave a resume on the day of the fair, be sure to follow up with a letter or connect with them on social media.
- **Do not take an employer's promotional materials** without first talking to the company representative and then being invited to do so.
- **Visit booths by yourself**. You will appear to be more confident and be better able to focus and market yourself if you are on your own.

The best
preparation
for tomorrow
is doing your
best today

- **Do not directly ask for a job**. Present your self-introduction and ask questions of the company representative.
- **Be mindful of the time you take** with each employer. Do not monopolize their time, unless the representative invites you to continue the conversation. Other people will want to speak with the employer.
- **Collect employer contact information** to follow up with after the fair.

**Collect JOB PROSPECTS
not freebies**

After the fair

- **Follow up with your connections after the fair!**

SAMPLE QUESTIONS TO ASK AT CAREER FAIRS

Interest in company representative

- How long have you been with the company and what roles have you had?
- What made you choose this company and why do you stay?

Key company information

- Are there specific career tracks within the organization?
- What is your organization's culture like?
- Are there opportunities for ongoing training through your organization?

Skills and characteristics

- What kinds of skills and experience do you look for in the employees you hire?
- What are the characteristics of your most successful employees?

Hiring process

- Does your company hire on a continual basis or just at certain times of the year?
- How long does the hiring process take? What does it consist of?

a
FIRST
impression
is a
LASTING
impression

THE PITCH

A pitch or an elevator speech is a 30-60 second self-introduction highlighting key points about you as a potential candidate.

Here are some questions to think about:

- What is your career goal?
- What skills, strengths, and experiences do you have that would help you realize that goal?
- What are you searching for in a job?
- How can you immediately benefit the company?

Some points to consider:

- Who you are
 - Education
 - Experience
 - Values
- What you have done
 - Work
 - Volunteer
 - Projects
- Skills and assets related to your job target

Example:

Hi, my name is <name> and I'm studying <program>. I'm interested in entering the <industry>, specifically in <department/area>. I've completed a <coop/work experience> with <company> doing <tasks/skills/accomplishments>. I really enjoy being part of a team <team involvement>. <Company name> is a top choice employer for me and I am really excited to apply for <job title>.

Can you tell me more about <what you're hiring for/selection process>?

Contact us

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