

# Job Search – Career Fairs & Events

## Benefits of Attending a Career Fair

- Learn about the variety of positions available to a college graduate
- Talk to someone currently working in your field of interest
- Obtain interview experience
- Learn about internship and/or employment opportunities
- Establish employment contacts
- Discuss major or minor options for value and interest to organizations
- Obtain referrals for job leads
- Obtain employment

The success of a career fair depends not as much upon the employers as it does upon you.

Determine your goals in attending and set up a strategy to make the most of limited time.

## Before the Fair

- Review the list of organizations participating in the fair
- Decide if your goal is learning about careers, internships, field qualifications or specific jobs
- Select the top five employers you are interested in to visit first
- Learn a little about them before visiting their table, if possible
- Be sure your professional résumé is up to date (20-25 copies on quality paper for a large fair)
- Carry a portfolio or briefcase
- Prepare a “personal commercial” to introduce yourself
- Look for workshops offered prior to fair dates

## At the Fair

- Dress professionally
- Behave professionally, even in elevators, corridors, parking lots, etc.
- Be organized – avoid digging in your backpack for your résumé
- Arrive as early as possible while employers are fresh and have supplies for their materials

## At the Table

- Maintain professional space and behavior when approaching the employer’s table.
- Avoid taking “freebies” until after your conversation
- Good eye contact, a strong handshake, and body language that conveys interest and confidence
- Speak naturally – avoid presenting your personal commercial like a speech
- Ask open-ended questions, avoid obvious or salary questions
- Collect organizational literature and a business card
- Ask the preferred way for you to follow up

## **After the Fair**

- Send thank you notes to employers you have interest in, not necessarily every employer you meet.
- Improve your résumé if you learned something which better reflects your qualifications or focus.
- Follow up with a letter of inquiry or application and résumé to companies in which you are seriously interested. Mention meeting their representative at the career fair.
- File away the literature you have collected. It can be helpful later in writing application letters or preparing for interviews
- Maintain contact with employers – perseverance pays off

## **Website Repository**

For even more information, please search through our hand-picked list of websites on [The Career Center's Website Repository](#).