Career Fair Etiquette

How to Prepare for a Career Fair
There’s a Career Fair...
Now What?
What to do Before the Fair

• Prepare a resume and print several copies. Put them in a folder and bring the folder with you.

• Clarify your goals for the job fair. Expect to initiate contact with recruiters to learn more about jobs and companies that interest you.

• Review a list of companies that will be attending.
What to do Before the Fair

• Identify those companies you plan to talk with and research them.

• Prepare a list of at least four questions for each company based on your research. Appropriate questions reveal information about you and your knowledge and interest in the company. Research the company.

• Prepare a 30-second commercial to introduce yourself and practice, practice, practice!
Good afternoon. I’m Susan Ward. I will graduate this May with a BA in Business Management and I am interested in pursuing a career in business; specifically in sales. What specific qualities are you looking for in a candidate?
Or...

I am completing my Junior year in Human Services and would like to know what types of internships your company offers. What specific qualities are you looking for in a candidate?”
Let’s Talk About Dress....
What to Wear
The DOs & DON’Ts

**DO:**
- Blazer
- Button down
- Cardigan
- Sweater
- Printed shirt

**DON’T:**
- Tank top
- Tshirt
- Sleeveless blouse
- Sheer blouse
More DOs & DON’TS!
The Week Before

• Check your closet. If you do not have an appropriate outfit, it’s time for some shopping. Using your knowledge of the appropriate type of clothing, purchase or borrow something that fits and looks appropriate. These businesses are seeing you for the very first time. This is the time to sell yourself!

• DO NOT WAIT UNTIL LAST MINUTE TO BUY OR BORROW AN OUTFIT!!!! Seriously... don’t do it. It will stress you out and you may end up meeting important people and looking very inappropriate!

• If you find something in your closet to wear, make sure it is clean. If not, wash it.
The Night or Two Before…

• Make sure you make sure your outfit is wrinkle-free and ironed. If you need help with this, please ask for help.

• Make sure you have several copies of your resume printed, placed in a folder or binder and a pen in case you need to write something down at the career fair.

• Get up early enough to shower. Comb hair, put on deodorant, brush your teeth. Make sure to look your best!

• You’re almost ready!!!!!
You’re at the Career Fair...Now What

• IF you have a cell phone with you it needs to stay in your pocket. If you are on your phone when someone is talking you look rude and uninterested. A lot of information can be interpreted by body language.

• Use eye contact. If this is difficult for you, please practice, practice, practice before the career fair.

• Show interest and enthusiasm in the company – not in their free giveaways!
Career Fairs- What to Expect:
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Career Fairs - What to Expect
Firm Hand Shake & Eye Contact are Important
Remember Your 30-Second Commercial
What Do You Notice?
You’re at the Career Fair…Now What?

- Show confidence through your voice and your posture.
- Listen carefully to what the representative has to say.
- Ask for a business card or write down the representative’s name and contact info.
Questions to Ask

• What kinds of entry level positions exist within your organization?

• What made you choose to work for this company?

• How long have you been with the company?

• What does your organization consider the three most important qualities in an employee?
Find a Partner

• Take turns telling your partner something important that you will need to do before the career fair.

• Tell your partner if you have an appropriate outfit for the career fair. (Partner- If he/she does NOT have an outfit, explain what your partner has to do.)

• Tell your partner one thing you need to bring to the career fair.

  **SWITCH- It’s your partner’s turn.**

  The partner that did NOT go needs to now answer these questions Your answers cannot be the same.
Career Fair Checklist

**Have a well written resume – Do this at least a week before**

__ Do NOT wait until last minute to make an appointment with a career counselor for help with your resume.

__ Print about 20 copies and place into a folder that you will take with you to the career fair.

**Create and practice your 30-Second Commercial**

__ Include major, focus and aspirations.

__ Make it positive, accurate and authentic.

__ Practice until it feels natural.

**Research participating companies and explore career options**

__ Go to the websites of the companies that are listed to attend the career fair.

__ Research companies to determine why you are a good fit.

__ Pay attention to details: mission statement, employee testimonials, etc.

__ Look for something that resonates with you.

**Plan ahead**

__ Allow enough time to find an outfit, complete your resume and 30-second commercial.

__ Practice eye contact. Practice a firm handshake. (Yes, this matters!)
Gather materials
___ Lots of resumes.
___ Portfolio to organize paperwork, both outgoing and incoming.
___ Notebook and pen for taking notes.

Dress professionally
___ Make sure clothes are clean and wrinkle free.
___ Cover cleavage, body art and piercings.
___ Wear shoes that are comfortable and in good shape.
___ Keep the focus on your skills and accomplishments.

Set yourself apart
___ Resist meeting up with friends.
___ Turn off your phone.
___ Focus on your potential value to the organization.

Network and Engage
___ Make two way connections. (Talk and Listen)
___ Maintain eye contact.
___ Ask questions and take notes.
___ Respect time and boundaries. (Don’t linger too long)

Follow up
___ Write thank you notes. (A timely and professional email works also)
___ Strategic follow up where appropriate. (LinkedIn, email, phone call, etc.)
Questions or Concerns?