



JOB FAIR STRATEGIES

OBTAIN AN INTERVIEW; MAKE A GREAT FIRST IMPRESSION!

BENEFITS OF ATTENDING A JOB FAIR

- ✓ Meet Employers Face-To-Face
- ✓ Expand Contact Network
- ✓ Learn About Various Companies
- ✓ Find New Opportunities

WEBSITE RESOURCES

Career Tools
careeronestop.org
Quintessential Careers:
Livecareer.com

BEFORE THE JOB FAIR

Clarify your Goals: What do you expect from this event (e.g., job opportunities, new contacts, new career path)?

Get Focused: Know what types of positions are of interest to you.

Review/Research: Identify companies you plan to target; visit their websites. Show the recruiter you are a prepared candidate.

Prepare Questions: Ask questions to determine if the company would be a good fit for you. (example: What skills are needed for a certain position?). Questions allow valuable opportunities to talk with recruiters.

Prepare Your Resume: Resumes are the first item an employer will see; make it perfect. Obtain help to create/review your resume.

Design a “One Minute Commercial” About Yourself: First impressions are critical; prepare/practice your commercial. Include:

- ✓ An introduction of yourself, your education, experiences, professional achievements and what you can offer.
- ✓ Demonstrate your knowledge of their organization and why you are interested in them and their job.

Attend Workshops: Register and attend any career fair preparation workshops that may be scheduled prior to the event.

DAY OF THE JOB FAIR

Dress Appropriately: Wear professional clothing. The top 18” of your body are the most noticeable; look neat and put together.

Arrive Early/Avoid Long Lines: Don’t miss employers, arrive early. Find a map of the event layout and target your top employers.

Materials You Must Bring: Bring copies of your: resume; credentials; list of references for employers who ask for them; completed job applications (if applicable); pen/paper to take notes and a folder/portfolio to hold employer information.

Show Interest, Enthusiasm and Appreciation:

- ✓ Speak clearly; show confidence; smile; be enthusiastic; shake hands firmly and give your one-minute commercial.
- ✓ Ask prepared and appropriate questions. Do not ask about salary.
- ✓ Thank employers for their time. Ask permission to leave a resume or the process to forward your resume.

Materials You Must Have: Ask recruiters for their business cards for proper follow-up. (Make notes on the back of the card to remind you about the contact.)

Keep Moving: Do not stay too long at any one employer. You have a lot to see.

WITHIN A DAY AFTER THE JOB FAIR

Follow-Up:

Follow-up with employers is your most critical step. Send thank you letters or emails and include an extra copy of your resume.

Online Applications:

If appropriate, complete online applications and/or tests.

A WEEK OR MORE AFTER THE JOB FAIR

Keep In Contact: Keep in contact with your target employers.

- ✓ A second follow-up contact with recruiters by email/phone.
- ✓ Watch local newspaper & business publications (e.g., the Dispatch and Business First). Check websites for press releases, updates and additional contacts.
- ✓ Network with family/friends for other employer contacts.