

MAKING THE MOST OF A JOB FAIR

A job fair is a great place to gather information about potential employers and make contacts that can lead to a job or internship. Here are a few important things to keep in mind before, during, and after the job fair to make it successful for you.

Before the Job Fair

Find out what organizations will be there. Most job fairs have websites with a list of participating employers. Review the list of employers attending, identify your top prospects, and visit their websites to learn more about them. You need to know how your skills and interests match their needs. Then develop some questions you would like to ask the company representative at the job fair.



Prepare your resume. If you don't already have one, it is a good idea to create a resume that represents your knowledge, skills, and abilities effectively. Be sure to check your resume is error free and perfect. Make sure you print multiple copies on resume paper to take with you.

Prepare a 30-second "sales" pitch. Come up with a clear specific description of yourself, your area of study or experience and what you want to do. Keep it quick, fresh and interesting.

At the Job Fair

Go Early. Some employers have a tendency to leave before the scheduled end time. The earlier in the day you can attend the show the better.

Dress appropriately. First impressions are important. See what the fair sponsor says about attire on their website. Remember, it's always better to be overdressed than underdressed.

Approach the employer. What to say and do.

- Shake hands and introduce yourself – "Hi, my name is ___ and I'm a (class year) (major).
- Hand the representative your resume if you have one.
- Take 1-3 minutes to describe yourself & demonstrate your knowledge of the organization and your "match" to their needs.
- Ask a few of your prepared questions. Maintain good eye contact.
- Get a business card. Jot down some notes after leaving each table.

Think outside the box. Even though an employer may not be recruiting for your specific major, ask if there is someone else in the organization that you can contact for your particular area of interest.

After the Job Fair



Follow up with a thank you note. Experts agree that follow-up is an important part of attending a job fair. If you picked up a business card, or the name of the company's job fair representative, send a thank you note a day or two after the job fair. This is not only polite, but it will let the representative know you paid attention, are serious about the job, and that you are the right person for it.

Advice from Employers for Students Planning to Attend a Job/Internship Fair

What was the best question you were asked by a candidate today?

- Did you do an internship? Did you like it?
- What is a typical day like for you?
- Specific questions about job titles they have already researched.
- Why did you become a ...?
- Why I enjoy working for my company/organization.
- What did you cover in your training?
- What opportunities are there for advancement?

