

GETTING RESULTS AT A CAREER FAIR

Before the fair . . .

KNOW WHO WILL BE ATTENDING

The list of organizations attending will be on the Career Services website. Make a ranked list of employers that interest you.

RESEARCH EMPLOYERS YOU ARE INTERESTED IN

If you want to make an impression, be able to talk to the recruiter about what the organization does and how your skill set fits. At the very least, make it clear you have researched their website to learn about products, services, clients, and locations.

GET YOUR RESUME READY

Career Services will offer a variety of workshops to help you prepare the resume that will catch a recruiter's attention. If you have multiple targets, more than one resume may be in order.

DEVELOP YOUR "ONE-MINUTE COMMERCIAL"

In order to make an impression in such a short time, you need to be able to quickly introduce yourself, demonstrate knowledge of the company, express interest and enthusiasm, and relate your abilities to the recruiter – all while sounding relaxed and natural. Refer to the "One-minute Commercial" worksheet for assistance.

A Capsule Biography is your "One-minute Commercial"

from Arizona State University Student Affairs

This technique will help you introduce yourself to people in a field that interests you. Once you have the details of your introduction jotted down for yourself, practice saying it. Rehearsing ahead of time will make it easy for you to approach employers with confidence. Give the recruiter the opportunity to hear about your education, skills, interests, related work experience, and career goals within *one minute*.

Hello, my name is _____

I am interested in _____

I have experience in _____

My strongest skills include _____

My qualifications include _____

I am looking for information about opportunities in _____

My immediate goals are _____

Do you have some suggestions for me or could you advise me how I could connect with someone who may be able to assist me?

DID U KNOW?

A career fair is not always about finding a job; in fact, some companies attend even if they are not hiring right now. However, it is a place where you make professional contacts and learn what work in your field is actually about. Don't wait until you really need a job to attend—become sophisticated early so when you are ready, you can get the job you really want!

During the fair . . .

GET ORGANIZED

Pick up a map and strategize your game plan based on employers you wish to talk to.

THEY'RE WATCHING YOU

Be the professional from the minute you step on the floor. Recruiters will notice how you dress, how you interact with other students and other recruiters.

APPROACH AN ORGANIZATION

Remember the recruiter is here to meet students, so don't be shy. Offer a firm handshake, nice smile, and then give your commercial. If you're interested in a certain position, let them know.

TALK TO THE RECRUITER

Make eye contact and don't be afraid to let your enthusiasm show. Being truly passionate about the company and the opportunities they have can make all the difference. Focus on the conversation you are having and forget about the free stuff! Make use of the research you have conducted and don't just wander up and say, "So, what do you guys do?"

BE RESPECTFUL OF THE RECRUITER'S TIME BUT ASK THE QUESTIONS YOU NEED TO ASK

A career fair is all about networking, so ask intelligent questions and gather information. However, if you are at the fair to try to land a job, recruiters need to know you have done your research and you need to be able to express why you would be a good hire.

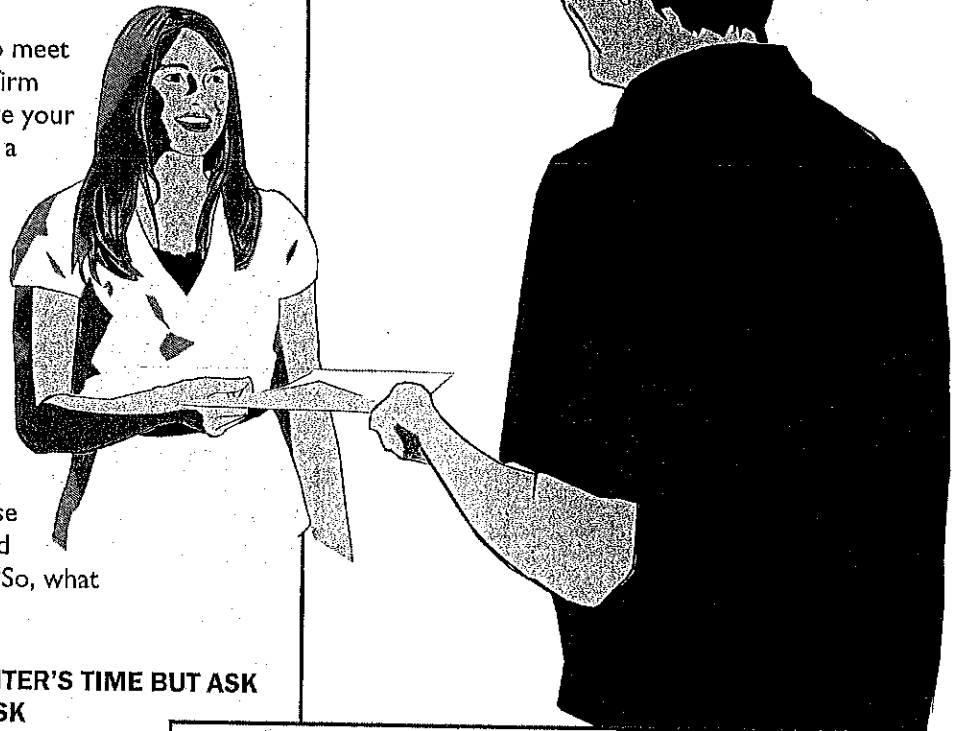
After the fair . . .

FOLLOW THROUGH

If you have promised to send the recruiter something after the fair (portfolio, website link, cover letter, etc.) then make sure you get the information out *immediately*.

SEND THANK-YOU NOTES

Send a thank-you note or email to everyone you spoke with – within 24 hours. Believe it or not, most students know they should do this, but few actually get around to it – and employers notice which ones do. It can make all the difference. For more information on what to say, see page 50 of this guide.



MAKE SURE YOU GET THE NAMES OF THE RECRUITERS YOU TALK TO AND IF POSSIBLE A BUSINESS CARD. AFTER SPEAKING TO A RECRUITER, YOU MAY NEED TO STEP AWAY FROM THE TABLE AND MAKE A FEW NOTES.