



How to Make the Most of a Job Fair

BENEFITS OF A JOB FAIR

- Great event for meeting employers and investigating career opportunities.
- Talk face to face with HR professionals all in one place all in one day.
- Save time and expense of mailing your résumé.
- Meet with other job seekers and network in your profession.
- Focus your energy on companies that are actively seeking new employees.
- Make a good impression in a way that a résumé cannot — with a smile and a handshake.

WHY DO COMPANIES PARTICIPATE?

- To be seen — visibility — PR — marketing.
- To attract good applicants/Hiring

for openings.

- To educate the public on its mission and purpose.
- Building up applicant pool for future openings.

WHY DO YOU PARTICIPATE?

- To be hired with a good company in a good job.
- To help determine career direction.
- To learn more about the companies hiring.
- To market and network - what are you marketing — yourself!

PREPARATION BEFORE THE JOB FAIR

- Register for the fair – visit the job fair's website and sign up to attend. Upload your resume too, if you can. Registering online will save you time and allow

employers to view your resume before the job fair.

- Research the employers who will attend to decide which ones interest you. Visit their websites to find out who they are, what they do, and why you might want to work there.
- Update your resume, being sure it is error-free, concise and focuses on your skills, experience and accomplishments.
- Develop and practice a short self-marketing presentation also known as an elevator introduction or sales pitch. Visit our website to view an example of an elevator speech.
- Prepare questions to ask employers and be prepared to answer questions a recruiter may ask you. Sample questions to ask recruiters:



- What qualifications will make a candidate stand out?
- What are the biggest challenges of this position?
- Sample questions recruiter may ask:
 - Can you tell me a little about yourself?
 - Why did you decide to become a graphic designer?
 - What do you know about our company?

DURING THE JOB FAIR – IT'S SHOW TIME

- Dress nicely – make sure your clothes are businesslike and conservative. They should always be neat, clean and ironed to make a positive first impression.
- Upon arrival, do a walkthrough of the fair to locate the employers of interest to you.

- Smile when you introduce yourself, maintain good eye contact and offer a firm handshake.
- Ask about career opportunities for your occupation at that company.
- Deliver your 30 second "elevator speech."
- Answer the recruiter's questions and ask a few follow-up questions.
- Tell the recruiter that you would like to apply for that job.
- Offer the recruiter a copy of your resume.
- Ask how you can schedule a job interview.
- Ask for the recruiter's business card.
- Thank the recruiter for their time, smile, offer your handshake and tell them you look forward to

hearing from them.

- Have paper and a pen to write down important notes and take a few minutes after each employer interaction to do so.

FOLLOW UP AFTER THE JOB FAIR

- Follow-up your contacts with a thank you note or email.
- Mail a letter and resume to the recruiters you did not get to talk to, but whose business cards you took.
- Complete the online applications and email recruiters to let them know you completed the application process as requested.
- Every couple of weeks send the recruiters you met a short note and another copy of your resume letting them know that you are still interested and available.

Sources: careerplacejobs.com