



CAREER FAIR SUCCESS STRATEGIES

Preparing for Career Fairs

- Review the list of employers who will be attending. (See Employer Book link for the fair you are attending.)
- Research represented organizations you're interested in.
- Prepare a "one-minute commercial" and practice introducing yourself. Demonstrate your knowledge of the organization, express your interest in them and state what you have to offer.
- Develop a list of questions you would like to ask employers. Don't ask questions that are obviously answered on their website.
- Bring plenty of résumés printed on quality paper.
- Dress professionally. Recruiters should see you as a potential professional, not as a casually dressed student.

Communicating with Recruiters

- Prioritize employers you want to meet, but be open-minded about meeting others.
- Do not wander around aimlessly, and do not walk around with your friends. You want an opportunity to talk to recruiters one-on-one whenever possible.
- Introduce yourself with a smile, firm handshake and good eye contact. Be enthusiastic.
- Ask the questions that are most important and relevant to you as you consider a particular company and employment opportunity.
- Be proactive by affirming your interest in the company and connecting your background, skills and interests to the employer's needs. Your interpersonal skills, both verbal and nonverbal, are critical.
- Offer your résumé to the recruiter.
- Ask for the recruiter's business card and company information.

Follow Up After the Fair

- As soon as possible, write a short letter to recruiters you meet, thanking them for the introduction to their company.
- Use their business cards to ensure that you have the proper spelling and titles.
- Ask additional questions, reiterate your interest and provide details as to why you would be an asset to their organization.

Reasons to Attend Career Fairs

- One of the first steps toward achieving your career goals.
- Efficient and effective way for employers and students to connect and discuss career opportunities.
- Explore careers and gather information about a variety of fields.
- Opportunity to polish interviewing skills.
- Expand networking contacts.

