

Making the Most of a Job Fair

Presented by: Andre Sanz, Counselor

Today we will discuss...

- **Your expectations and questions**
- **How to prepare for the Career Fair**
- **How to best portray your strengths**
- **What to bring with you**
- **Appropriate attire**

Opportunity . . .

- **Meet organizations from a variety of industries with multiple needs**
- **Discuss full-time, part-time and internships**

Prepare like you would for an Exam

- **Be sure to prepare a list of the Companies at the Job Fair that you are interested in.**
- **Research those Companies online, look at their mission statement and programs they run. Make a binder on all those companies you are interested in and take it with you.**
- **Recruiters are more eager to talk to you if you know something about their company.**

Dress for Your Success

- **Remember : Wear professionally appropriate clothing. Do not wear too much perfume or cologne or have on too much jewelry. Do not confuse making a good impression in a business setting with trying to impress or please someone on a date. Business is just that, business.**

Resumes

- **Is a concise summary of the highlights of your education, employment experience, skills and personal accomplishments.**
- **Think of yourself as a product which you are going to market.**
- **Research, identify, and target the market.**
- **Research identify, and target your position in that market.**
- **Prepare resume – which highlights your unique strengths and demonstrates your potential to “get the job done” better than anyone else.**

Have that “30 second commercial” on yourself ready

- You need to be prepared to “sell” yourself during a job fair meeting with a company.
- Write down and rehearse what you want that recruiter to know about yourself that would make them want to hire you.
- Remember that hiring managers want to hire people that have good communication skills.
- Be prepared to discuss your career goals --your major doesn't say enough! Enhance your goals by discussing
 - Skills you have developed
 - computer, customer service, speaking, writing, etc.
 - Accomplishments
 - senior project, memberships/leadership roles, etc.

A game plan

- **Plan your day by identifying key employers and knowing where they are.**
- **A floor plan will be provided when you arrive at the Fair, indicating where each employer is located.**
- **Some employers will have lines of students waiting to talk to them. If you arrive late, you might miss an opportunity. Be patient, and make the best of the few minutes you will have with each employer.**

Questions for the employer rep

- **“I want to learn more about _____ (entry-level positions, internships, etc.); what are the most important skills that you are looking for?”**
- **“The opportunities you are offering sound like a great match for my interests / ambitions --how should I pursue employment in your organization?”**

Follow up

- **Candidate:**
 - Send a thank you note
 - Phone or e-mail
 - Complete any application materials
- **Employer**
 - May invite you to an interview for the following day or later in the semester
 - Anticipate contact in 2 to 4 weeks

How can we help?

- **Online and Print Resources**
- **Career Counseling**
- **Career Assessments – interests and personality**
- **Employment Help Centre**
- **Mock Interviews: individual and group interview preparation**
- **Employer visits**
- **Career Events – Career Fairs**