

Cheat Sheet: Career Fair Success

Basic Tips:

- Career fairs offer a perfect opportunity to let people know what kind of a position you are looking for within their organization.
- They also allow you to find out more about companies, what kinds of positions they are hiring for, what opportunities may exist, what the culture is like, etc.
- They provide you with terrific practice meeting potential employers and answering some initial questions

Appearance Tips:

- First impressions are critical. You never get a second chance to make a first impression.
- Dress the part. Wear professional, conservative business attire to the career fair to make a great first impression.
- *SEE OUR CAREERSPOTS VIDEOS "Interview Dress for Men" and "The Look" for women on interview dress.

Resume Tips:

- Bring a very solid resume that is free of mistakes, typos, incorrect dates.
- Make sure that your resume is clear, accurate, distinct, and easy to read.

Research/Preparation Tips:

- Know why you are at the career fair and what companies you want to speak with ahead of time if possible.
- Do not randomly go booth to booth, directionless since it will be apparent that you have done little to prepare for the event.
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Cheat Sheet: Career Fair Success Cont.d)

- Research the companies a bit BEFORE the career fair. Do your homework so you know something about the companies, their products, and their line of work.
- Avoid questions like “what does your company do?” and comments like “I really don’t know about your company.”
- Employers like to meet with savvy job candidates who have taken the time to learn a little bit about the organization ahead of time.

Types of Discussions/Questions:

- Ask questions like “where do you see me with the company?” or “what’s the company’s vision?”
- Avoid questions about vacation, salary, and “when do I get my first paycheck?”

Remember:

- Employers gravitate to individuals that put a lot of work into themselves in order to prepare for the career fair. This initiative shows an employer that you are serious about seeking a position with her company.
- If you take the time to take care of yourself, then it signals an employer that you will likely take care of his/her business.