

Career/Job Fair Success Strategies

Job fairs are a great opportunity to network and be proactive in the employment process. In order to make the most of these opportunities, set realistic expectations for what you hope to achieve. Prepare for the job fair like you would for an interview, have a plan for when you arrive, make a good impression with the recruiters and be sure to follow up with any connections you make.

Expect to:

- Build your professional network
- Introduce yourself to potential employers and answer employer questions
- Get information and leads that are not available on the employer's website

Do not expect to:

- Have on-the-spot interviews (but be prepared, just in case!)
- Be given a job offer

Before the job fair

- Register. Although not always required, having your name on the list of pre-registered attendees shows professional courtesy to both fair organizers and exhibiting employers.
- Research participating employers. Find out ahead of time which employers hire people with your skills. Even if the company is not on your list of target employers, treat them as if they were.
- Know your career objective.
- Make a list of questions for employers. Ask about how they recruit and hire people with your skill set. Your target employers will likely have similar hiring practices.
- Polish your resume.
- Practice your elevator speech. Begin with a firm handshake and good eye contact. Use a clear voice and provide the employer with concise and relevant information. It's a good idea to practice with someone else.
- Practice interview responses.

During the job fair

- Dress professionally.
- Bring several copies of your resume, pen and paper for notes, and breathe mints.
- Talk with recruiters, but not for too long.
- Get business cards, names, and contact information.
- After meeting someone, make a few notes. What did you discuss with them? Did you commit to any follow-up?
- Talk with other job seekers at the job fair.
- Be professional, polite, and positive.

After the job fair

- Send a thank-you e-mail or letter to remind your contacts of who you are and any specifics you discussed. Thank your contacts for their time and ask about next steps. Make sure to organize your job fair notes and contact information

Source: <https://www.careeronestop.org/JobSearch/Tips/job-search-tips.aspx>