Students: Secrets Of Career Fair Success

OVERALL STRATEGY

Get your resume reviewed at a Career Center drop in, Salazar 1070, Mon. – Fri., 10:00 – 4:00.

Note your preferred employers’ table locations on the map. Ideally, research them ahead of time. If you have not been able to do that, take a few minutes and circle the employers with whom you are most interested in speaking.

Introduce yourself, establish eye contact and present a firm handshake.

Take the lead in your conversation to discuss your skills, interests, background and career goals – your “One Minute Story” that you prepared ahead of time for the Fair.

Get a business card before you leave. After discussion with the representative, if you are interested in this organization, send a more targeted follow-up cover letter and resume mentioning your meeting at the career fair and asking for an interview.

Know when it is time to move on. Remember, there may be other students waiting to talk to the representative so demonstrate sensitivity by keeping your questions brief. L

Leave your resume if they request it, or appear to be collecting them – but also send a follow-up cover letter and resume describing in more detail how your skills and background would be an asset to their specific needs.

QUESTIONS TO ASK AT THE CAREER FAIR

About the Company
• I am interested in your company/organization because ________
• Can you offer me suggestions on how I can successfully apply to your organization?
• Could you tell me the types of skills and experience you are seeking?
• What challenges do you see for your company?
• What are the areas of greatest growth in your company?
• Describe the usual college graduate entry-level position in your company.
• What do you like most about your company?
• Are there immediate openings in your company? If not, what do you anticipate being the future opportunities?
• Do you have internships or summer jobs?
• Considering my particular career interest, are there additional people in the organization whom I should contact?

About the Industry
• What are the areas of growth in your industry?
• What should a college graduate know about your industry and/or company before he/she applies for a job?
• What professional associations or periodicals should I become familiar with in order to acquaint myself with what is happening industry-wide?

About the Occupation
• What are the typical entry-level opportunities?
• What are the skills that are most important for a position in this field?
• Describe the “normal” career path in your company.
• What type of training is given to people entering this field?
• What advice would you give to someone who wants to break into this field?

AFTER THE FAIR

Make notes about the companies that interest you, with contact names and info.

Research those companies in more detail.

Follow up with thank-you letters to recruiters that are of particular interest to you. Enclose another resume for their review and express your interest in pursuing an interview.

Set up a system to keep track of follow-up activities.