

## Job Fair Success

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### PREPARE

- **Develop a 1-2 minute commercial.** This is your sales pitch that tells the employer your qualifications, background, and interest in the positions available or industry.
- **Make a networking business card.** The advantage is that most people at a job fair will not have one, so you stand out. The front looks like a regular business card, and on the back you can put your career profile and/or a few bullets of your strengths - related to your industry.
- **Go on the job fair's website.** Most will have a website where they list the participating companies and the positions for which they are hiring. You can easily identify the companies you want to target at the fair.
- **Research the companies.** Go on the website of each company in which you are interested. Obviously, you would spend the most time on the ones you are most interested in, but it is not necessary to do as much research as you would for an interview.

### HOW TO DRESS/APPEARANCE

- **Professional attire, just as you would for an interview.** Remember to cut the vents and flaps in your suit, and remove the tag from the sleeve.
- **Pay attention to details.** Have well-groomed hair, light or no cologne/perfume, shoes polished, light makeup, and clean-shaven.
- No visible tattoos or body piercings.
- No skirts shorter than knee. When wearing a blouse, be sure there is no midriff showing, and that it is not a low cut or V-necks. Dress shirts should be buttoned at the neck.

### WHAT TO BRING

- A **resume** for each employer you plan to visit and extras in case you decide to visit others.
- A **briefcase** will look more professional than candidates using a plastic bag from the fair to carry information.
- **Pen and padded folder or zippered folio** in which to keep resumes and business cards.
- Your **networking business cards**.

### UPON ARRIVAL

- **Get employer booklet and plan your route.** Read any information about the company before approaching their table.
- **Turn cell phone off.** Leave it in the car if you can.
- **Put nametag on your RIGHT side,** if you use one. When shaking hands, people look up your arm to the nametag.

### WORKING THE ROOM

- Keep your right hand available to **shake hands**.
- **Be confident and smile.** Extend your hand and introduce yourself. **Give your commercial** if it seems to be a good time.
- **Talk about the position(s),** company, and the skills and qualities you offer or that match their needs.
- Ask what the **next step** is in the process.
- Ask who you can **follow up** with.
- **Get a business card** so you can send a thank you note. You will at least be able to follow up with this person.

### AFTER THE JOB FAIR

- **Send a thank you note** to the recruiter and follow up about an interview.
- Follow up in 10 days to 2 weeks if you don't hear back from the recruiter.