

HOW TO MAKE THE BEST OF THE CAREER FAIR

- I. Professional attire and professionalism is the key in making the “first impression.” People listen when you present yourself in a manner that is confident, open, and knowledgeable of whatever you are trying to get.
- II. Your goal should not be to visit every booth. You should visit those who have immediate opportunities for you. Therefore, you should know what positions they are recruiting for and what positions they may have posted on their web site. Remember, most companies do not recruit for EVERY position they have opened.
- III. When a recruiter tells you to go online and fill out an application, do it. There are new laws for companies stating that if they do not have an online application for an applicant, they can’t consider that person for employment – even if you leave your resume.
- IV. Asking for business cards is not always feasible and productive. Most recruiters will not bring business cards to Career Fairs for this reason. If the recruiter hands you one, then they are very interested in speaking with you at a later date.
- V. ALWAYS, ALWAYS, ALWAYS, thank the recruiter for his/her time (smile, firm handshake, and eye contact).
- VI. Have an “elevator pitch” ready when asked to tell them about you and your career goals.

Approaching Career Fair Representatives

When approaching representatives, you should:

- **Maintain a smile, provide a firm handshake, and maintain eye contact.**
- Offer information regarding your research of the company (position, programs, community involvement, organizational structure, etc.)
- Show interest in what the representative is sharing
- Thank the representative for taking time to discuss opportunities

Example:

Hello, my name is _____. I am a junior and my major is _____
I am visiting your booth to find out more information about _____(position) or if you have career opportunities for _____majors. I have researched your company and found

Example:

“Hi my name is Joe and I’m a junior majoring in marketing and I’m really interested in finding an internship this summer where I can use my marketing skills, do you offer marketing internships?”