

# Ensuring Success at a Career Fair

## *Creating Rapport with Potential Employers Can Advance Your Job Search!*

A Career Fair is an opportunity for recruiters to provide information about their company and to discuss openings they may have available. For many employers, this is a common way to recruit new talent. Understanding how a career fair works and how to best utilize this recruiting forum is critical to any comprehensive job search.

### Tips for Career Fair Success

#### ■ HOW A CAREER FAIR WORKS

Each employer at a career fair is given a table where they place information about their company and information on positions that are currently available. One or more recruiters from a company will be present to speak one-on-one with individuals interested in learning about opportunities. Many career fairs require advance registration. Be sure to find out if you need to register. Also, ask if a directory of participating companies is available for you to review prior to attending.

#### ■ RESEARCH

If you can access the list of participating companies in advance, take some time to select which companies and positions interest you and then be sure to do some research on those companies to prepare yourself for a conversation with their recruiters.

#### ■ PROFESSIONAL APPEARANCE

Business attire is appropriate at a career fair. For men, a business suit or collared shirt and tie with pressed slacks is appropriate. For ladies, a business suit, pantsuit or skirt and blouse is appropriate. Check out the Amica Career Center's handout on Professional Dress for more details.

#### ■ WHAT TO BRING

- A PROFESSIONAL- LOOKING PORTFOLIO TO HOLD RESUMES
- A HIGH QUALITY PEN
- BREATH MINTS

#### ■ INTRODUCTIONS & WHAT TO SAY

Practice how you will introduce yourself to recruiters. Your name tag goes on your right side. Remember these points:

- FIRM HANDSHAKE
- SMILE
- GOOD POSTURE
- ENTHUSIASM
- BREVITY

**YOUR 30 SECOND COMMERCIAL:** Be aware that recruiters have a limited amount of time to spend with each individual. Be able to respond to this request —“tell me about yourself”— in a concise and organized manner. Reviewing the key accomplishments of your resume can help you formulate your response. Some personal information may be added if appropriate. Wrap up your response by letting the recruiter know why you are interested in their company and position.

Prior to attending a career fair, prepare questions to ask a recruiter based on your research of a company and positions.

#### ■ FOLLOW-UP

Be sure to collect business cards from recruiters you are interested in following up with. Send a thank you email or note including something you discussed to help them remember you and state that you are interested in one or more positions.