

## Tips for a Successful Career Fair Experience

Ron Pollock  
 Director of Career Services  
 School of Information

Preparation for the Fair	During the Fair	After the Fair
<ol style="list-style-type: none"> <li>1. Research companies and organizations that will be at the fair.</li> <li>2. Develop a target list of companies you want to talk to so you do not waste time.</li> <li>3. Know what you want to do – verbalize your career objective</li> <li>4. Have and rehearse your introduction line telling the recruiter what you are interested in and why you are a good choice.</li> <li>5. Prepare and rehearse responses to questions like “Why should we hire you?” or “Tell me about yourself.”</li> <li>6. Prepare resumes and lists of references for the specific types of jobs you want.</li> <li>7. Remember, the first few seconds set the stage for the recruiter’s impression of you.</li> <li>8. Prepare of list of questions you would like answered from potential employers.</li> <li>9. Acquire a portfolio for folders with your resumes and references and with a writing pad and pens.</li> <li>10. Prepare folders for items you collect from employers so you can keep them organized.</li> </ol>	<ol style="list-style-type: none"> <li>1. Dress professionally – you only get one chance to make a good first impression.</li> <li>2. Walk around and look at the exhibits of employers you are interested in prior to talking to them.</li> <li>3. Greet recruiters with a firm handshake and with eye contact.</li> <li>4. Listen – you often learn much about the company or their recruiting strategy by listening to how they interact with others.</li> <li>5. Tie in your experience, education, and skills with your enthusiasm for the type of position and company.</li> <li>6. Focus on what you can do for the employer, not what you want from them.</li> <li>7. Listen to questions carefully and provide responses to what is asked. If you are not certain of what is asked, clarify the question prior to responding.</li> <li>8. Don’t forget to ask the important questions you have prepared if answers have not been provided already.</li> <li>9. Get the business card of each person you talk to – or write down their name and contact information.</li> <li>10. Place business cards and company information in the folders you prepared.</li> <li>11. If there is a long line at an employer, go to the next one on your list so you do not waste time</li> <li>12. Write down your impressions about each employer after you talk with them.</li> <li>13. If there is time, explore opportunities with some of the organizations you did not initially target.</li> </ol>	<ol style="list-style-type: none"> <li>1. Conduct a review of each interview you had, focusing on what went well and what you could improve upon.</li> <li>2. Write a thank you letter to each recruiter you talked to.</li> <li>3. Follow-up as needed to maintain lines of communication.</li> <li>4. Restructure your interviewing approaches and your resumes using feedback received from the recruiters.</li> </ol>