

Tips for How to Make the Most of the Career Fair

BEFORE THE FAIR:

RESUME: Make sure your resume is updated and reflects your current experience, education and special skills. Check for any spelling errors/ typos. Have someone critique your resume and when complete print your resume on resume paper (ivory, cream).

RESEARCH: Research the employers by checking their websites, review their products, services, mission. View their current openings and make notations of any that are of particular interest and seem to be a good fit for your skills. Be ready with a few good questions about information you obtained on the organization website. This shows interest in the employer. Also talk to family and friends to see if they are familiar with the organization or may know of opportunities that might be available.

DEVELOP a 30 second “elevator speech”: Be prepared to give a brief 30 second introduction about yourself that would include your name, major, and career interests. You should also be prepared to state why you are interested in the organization. (See research above!)

DRESS APPROPRIATELY – Dress for success. This means professional dress (suits, jacket and slacks, shirt and tie, shoes shined, etc.) You are making a first impression – so make sure you look professional.

DURING THE FAIR:

REVIEW THE LAYOUT: Review the employer profile directory and plan a strategy as to who you want to meet with. If there is a line at an employer booth, consider going to one of your other employers so you have “quality time” with the representatives. Circle back to the previous employer when the recruiter is free or has fewer people waiting.

COMMUNICATION: Show your interest in the employer with a firm handshake, good eye contact, and your 30 second “pitch”, ready to give your reasons why you are interested in the organization. Have your questions

ready. Make a note of the recruiter's name and request business cards to make follow-up easier. **TURN OFF/ SILENT MODE YOUR CELL PHONE AND DO NOT TEXT DURING THE CAREER FAIR.** Give your full attention to the employers (that is why you are at the Career Fair!) . Ask the recruiter about time lines for decision-making for job postings or interview schedules. This is helpful information when you follow up with the employers after the Career Fair.

AFTER THE CAREER FAIR:

FOLLOW-UP IS KEY TO SUCCESS!

Send thank you letters/ emails to the recruiters and employers of interest. Restate your interest in the opportunities discussed. If the recruiter asked you to go to their website and complete an on-line application and/or post your resume, make sure you do and let them know that you have followed up on their request. This shows you have good organization skills, and you follow directions.

Make sure your emails are professional and not informal, and you address the representatives appropriately (Dear Ms. Smith or Dear Dr. Jones ..Thank you for taking the time to speak to me at the WCSU Career fair on April 6th. Your description of youropportunities was of particular interest. As I mentioned to you, I think my experience in.....and.....would be a good fit for) View samples of thank you letters and other correspondence in the Career Development Center, Student Center 227. Take advantage of CDC programs to assist with interviewing and job search strategies.

GOOD LUCK!

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