

## HOW TO PREPARE FOR A CAREER FAIR (Virtual and In-Person)

The job search landscape has changed, and we want to help you prepare. Use this brief guide to get familiar with what you can expect for the next virtual career fair, taking place May 20<sup>th</sup> and 21<sup>st</sup>, from 12 pm to 5 pm.

In this guide, you will find:

1. How to register for a virtual career fair and login during the event,
2. How to handle the world of virtual interviewing and meetings,
3. How to navigate the career fair platform, and résumé tutorial,
4. What to do before, during and after you attend any career fair.

### HOW TO REGISTER FOR A VIRTUAL CAREER FAIR AND LOGIN DURING THE EVENT

During our next virtual career fair, we are using a platform called Jobs Connected. You can view a list of current employers by going to <https://www.wcsu.edu/careersuccess/career-fair/>. To take part in this virtual career fair, you will need to begin by registering with Jobs Connected at <https://www.jobsconnected.com/fair/western-and-eastern-virtual-career-fair/>. You will be asked to create an account and password. Do not forget to remember your username and password for when you sign in for the day of the event. The link you used to create your account will be the same link you will use to log into the event during the day/s you choose to participate.

Once your account is created, we encourage you to look at which employers will be present and the opportunities they list. You can also click their weblinks to see their websites, learn more about the company, and see other positions that may be available within their organizations. Employers like it when applicants research them before talking to them. Therefore, please take advantage of any technical resources that can help you prepare.



### HOW TO HANDLE THE WORLD OF VIRTUAL INTERVIEWING AND MEETINGS

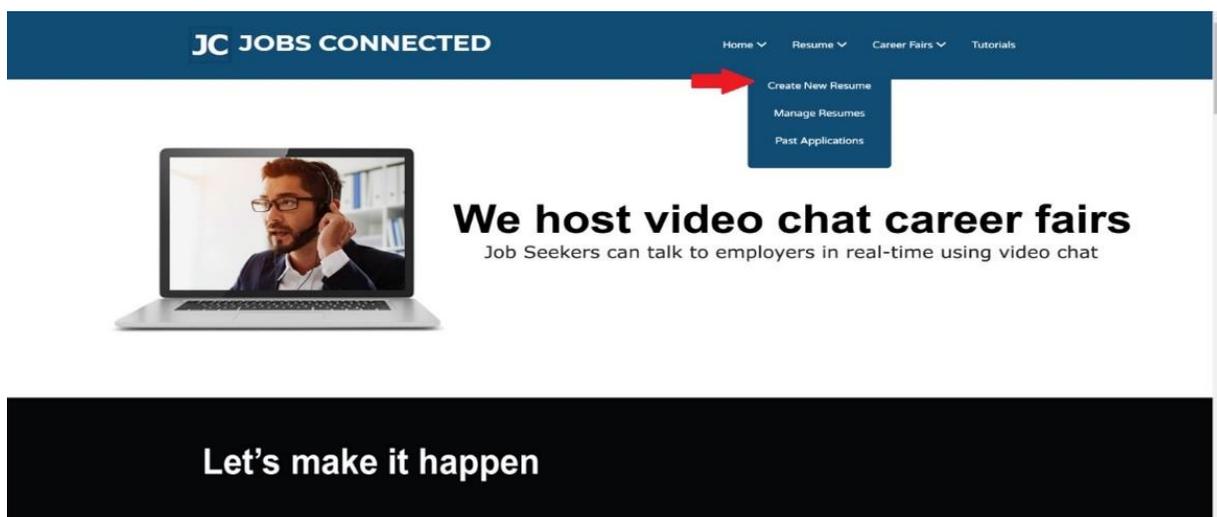
The way people find employment and meeting employers has changed and these tips can make it easier if you are new to Virtual Meeting. For those initial connections, whether they be a virtual career fair, interview, webinar, etc., *you don't get a second chance to make a good first impression, so prepare well and know how to do it right the first time!* Keep this information handy and remember, all these recommendations apply to in-person events as well.



## HOW TO NAVIGATE THE CAREER FAIR PLATFORM, AND RÉSUMÉ TUTORIAL

You can share your résumé with any employers by applying for their positions that they posted through the Jobs Connected platform.

1. To share your résumé with employers, first login to your Jobs Connected account and go to **“Create New Résumé”** on the menu tab.



2. Fill out the résumé fields and click **“Preview”** when you are done.

**YOUR NAME**  
Your full name

**YOUR EMAIL**  
|you@yourdomain.com

**REGION (OPTIONAL)**  
Alabama

**PROFESSIONAL TITLE**  
e.g. "Web Developer", "Student"

**LOCATION**  
e.g. "London, UK", "New York", "Houston, TX"

**PHOTO (OPTIONAL)**  
**CHOOSE FILE**  
Maximum file size: 128 MB.

**ABOUT YOU (OPTIONAL)**  
B I | E | P | U | C

**SKILLS**  
Comma separate a list of relevant skills.

**RESUME FILE (OPTIONAL)**  
**CHOOSE FILE**  
Optionally upload your resume for employers to view. Max. file size: 128 MB.

**PREVIEW →**

3. If you want to change it, click **“Edit Résumé.”** If you are satisfied with it, click **“Submit Résumé.”**

The screenshot shows the top navigation bar with 'JC JOBS CONNECTED' and links for Home, Resume, Career Fairs, and Tutorials. The main header features the Aflac logo with a duck. Below the logo, the text 'Aflac' is displayed. Underneath, there are two main sections: 'BOOTH INFO:' and 'CAREER FAIR PAGE:'. The 'BOOTH INFO:' section includes a 'TALK TO THE EMPLOYER!' button with a calendar icon, a 'Q&A PAGE' button with a speech bubble icon, and an 'ASK HERE!' button. Below these buttons, it states 'Available to talk to the employer on: May 20 & 21, 2020 12pm-5pm EST'. The 'CAREER FAIR PAGE:' section includes a link to 'Western and Eastern Virtual Career Fair' and an 'OPEN POSITIONS:' section with a link 'Click here to view'. A red arrow points to the 'Click here to view' link. At the bottom, there is a paragraph of text about Aflac being a Fortune 500 company.

4. Go the page of the employer whose position you would like to apply for and under **“Open Positions”** click **“Click here to view.”**

The screenshot shows a resume preview page. At the top, there are two buttons: '← EDIT RESUME' and 'SUBMIT RESUME →'. Below these buttons, the word 'Preview' is centered. The main content area features a light gray box with the name 'John Smith' in bold. Below the name, there are three pieces of information: 'Student', 'New York, New York' with a location pin icon, and 'Updated 1 second ago' with a clock icon. Below this box, there is a section titled 'Candidate Skills' with a sub-section for 'French' indicated by a checkmark icon. To the left of the 'Candidate Skills' section is a placeholder image for a profile picture, showing a gray silhouette of a person's head and shoulders.

5. Click the position you want to apply for.

The screenshot shows the 'Jobs at Aflac' section on the JC Jobs Connected website. The header includes 'JC JOBS CONNECTED' and navigation links for Home, Resume, Career Fairs, and Tutorials. Below the header, the text 'Jobs at Aflac' and '3 Jobs Available' is displayed. A list of three job listings is shown:

- Sales Intern** (Aflac) - Santa Maria, California - BUSINESS TO BUSINESS - Posted 1 week ago. A red arrow points to this listing.
- Corporate Recruiter** (Aflac) - Connecticut - FULL TIME - Posted 2 weeks ago.
- Fortune 150 Company Seeks College Students for Internship/ Associate Training Program** (Aflac) - Orange, Connecticut - INTERNSHIP - Posted 3 years ago.

On the right side, there is an Aflac logo with the tagline 'We've got you under our wing!' and a 'Company Social' section with a 'Website' link. At the bottom, there is a 'Jobs Connected' footer and a URL: [www.jobsconnected.com/job/aflac-santa-maria-california-33-sales-intern/](http://www.jobsconnected.com/job/aflac-santa-maria-california-33-sales-intern/).

6. Click "Apply for Job."

The screenshot shows the 'Company Details' section for the Sales Intern position. The header includes 'JC JOBS CONNECTED' and navigation links for Home, Resume, Career Fairs, and Tutorials. Below the header, there is an Aflac logo, a 'Tags' section with links for advisor, B2B, benefits, business to business, insurance, and Sales, and a 'Company Details' section with a 'Website' link. The 'Apply for Job' button is highlighted with a red arrow. Below this, there are three buttons: 'APPLY FOR JOB', 'WATCH VIDEO', and 'BOOKMARK THIS JOB'. The 'Overview' section is also visible, starting with the text 'Aflac isn't a conventional internship opportunity'.

## 7. Click “Send Application” are you are done!

Apply using your online resume; just enter a short message to send your application.

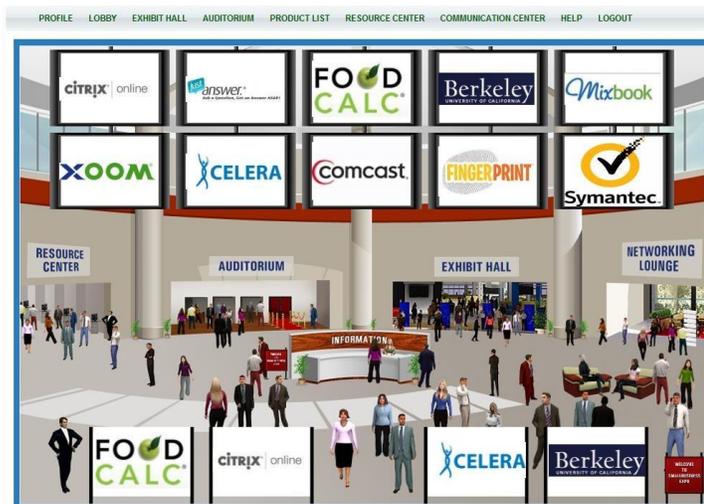
**ONLINE RESUME:**  
John Smith (Student)

**MESSAGE:**  
To whom it may concern,  
I am very interested in the Sales Intern position at Aflac. I believe my skills and work experience make me an ideal candidate for this role. I look forward to...

**SEND APPLICATION**

## WHAT TO DO BEFORE, DURING AND AFTER YOU ATTEND ANY CAREER FAIR

You are well on your way to becoming a prepared, confident career fair participant. The next two pages will share tips and techniques to help you with your final preparations before, during and after the career fair. Take a look, and remember, whether you are a student or an alum, the Career Success Center is here to help you if you ever have any career related questions. Simply email us at [careersuccess@wcsu.edu](mailto:careersuccess@wcsu.edu) or call us at 203-837-8263.



# CAREER FAIR



LEARN HOW TO PREPARE FOR CAREER FAIRS AND MAKE THE MOST OF YOUR EXPERIENCE

Use the follow checklist to prepare for WCSU career fairs as well as other career related events on, and, off-campus. Stop by the Career Success Center in the Campus Center building, Suite 300, anytime during Drop-In Hours, Monday through Friday, from 9 a.m. to 4:30 p.m. and meet with a Career Peer Leader if you have questions on how to make the most of your experience. The Career Success Center can help you prepare a résumé/cover letter, learn about professional attire, and how to begin a conversation with employers and other networking connections.

## 1 BEFORE THE FAIR

- **Decide what it is you want to gain out of attending**

Whether you are looking for a job or an internship, want to practice your elevator pitch, or just listen to the kinds of conversations that take place, the career fair is the perfect place to begin learning about opportunities and making connections with the companies and employers who could be of a benefit to you somewhere down the line.

- Learn what people are expected to wear and plan your attire.** Clean and press the outfit you choose. Practice sitting and moving in it so you are confident.
- Learn which companies will attend.** Look at the WCSU Career Success Center - Career Fair web page for a list of companies attending and research them before you arrive. Be prepared with good questions to ask.
- Perfect** and bring several copies of your résumé, printed on professional résumé paper.
- Know what skills you have to offer.** Be ready to discuss your background, qualifications and career goals.
- Practice your elevator pitch.** Be ready to alter it depending on the different companies and people you meet.

## 2 DURING THE FAIR

- Map your route.** Locate which companies you want to meet and know your reasons why. Don't go to your #1 interest first.
- Make a good first impression.** Approach with a smile, good eye-contact and extend a firm handshake. Be confident and exude enthusiasm.
- Stay organized.** Take notes of who you spoke with and in which companies you want to learn more.

## 3 AFTER THE FAIR

- Make a list.** Keep a list of contacts and companies in an excel sheet, along with dates, and follow-up instructions.
- Always say Thank You.** Remember to email those who took the time to talk with you. Thank them for something you learned about their company. Tailor each message and reiterate your interest in their company and what you can do for them if they hire you.
- Follow Directions.** Know what each company expects from you and follow-up when you say you will.

CAREER SUCCESS CENTER

(203) 837-8263 | [careersuccess@wcsu.edu](mailto:careersuccess@wcsu.edu) | [www.wcsu.edu/careersuccess](http://www.wcsu.edu/careersuccess)



# WONDERING WHAT TO WEAR?

Going to a career fair, handing in a résumé at a company, interviewing for that perfect position...you may never get a second chance to make a good "first impression." Don't take a chance. Know how to do it right the first time.



## WOMEN: WHEN LOOKING FOR A JOB

- Natural makeup & nails, no perfume, no bulky jewelry
- Pressed suit or dress
- Light button-up shirt (nothing see-through)
- Hair pulled back, off face
- Appropriate skirt (no shorter than past the knee) or suit pants
- Polished, closed toe shoes (no more than two inches high)
- Portfolio or clean folder



## MEN: WHEN LOOKING FOR A JOB

- Clean shaven, showered, fresh haircut
- Muted, solid color tie
- Pressed suit
- Polished shoes that match belt
- Cover tattoos, no jewelry
- Remove piercings
- No cologne
- Portfolio or clean folder



## WOMEN: NETWORKING

- Natural makeup & nails, no perfume
- Nice blouse, no tank top straps
- Appropriate skirt (no shorter than past the knee) or suit pants
- Polished, closed toe shoes (no more than two inches high)
- No cleavage, jeans or gym clothes



## MEN: NETWORKING

- ½ Clean shaven, showered
- ½ Button up shirt (don't have to wear a tie)
- ½ Match belt to shoes
- ½ Pressed khakis or nice slacks
- ½ Polished shoes
- ½ No cologne

	FRESHMEN	SOPHOMORES	JUNIORS	SENIORS
<b>GOAL</b>	Speak with employers about what they do and common careers within their companies. Ask if your major is one that their company would value and hire.	Start seeking internships and building your professional network. Discover what makes people in your major stand out and seem attractive to employers.	Try to find an internship.	Try to find an internship.
<b>PREP</b>	Review attendee list, find 3-5 companies you would like to speak with. Bring a résumé if you are trying to find a position.	Find 6-7 companies you are interested in. Select 1-2 that you have not heard from. Find out when they hire or plan to post positions.	Revisit 5-7 companies, add 5+ more, network for more experience in talking with employers and meeting contacts.	Speak with companies you interned with. Reconnect with 10+ you met in the past. Add another 3-5 companies.
<b>DRESS</b>	Dress a little nicer than you would for class. Typically, a polo and khaki combo or equivalent is best.	Men: dress shirt/slacks Women: blouse/dress shirt with skirt/slacks	Men: tie/long sleeve dress shirt/with slacks Women: blouse/long sleeve dress shirt/with skirt/slacks	Men/Women: suit
<b>BRING</b>	Notepad, pen/pencil, copies of your résumé printed on professional résumé paper	résumés (min 10 copies), padfolio, pen	résumés (min 10 copies), padfolio, pen, business cards	résumés (min 10 copies), padfolio, pen, business cards
<b>?’s</b>	1.) I am majoring in ____, what part of your organization would value my major? 2.) Do you offer internships? 3.) Do you have any tips or advice that might help me in my search?	1.) Can you tell me about the projects your interns have worked on? 2.) Does your internship program match the student with a mentor? 3.) I am willing to locate. Which of your office has the greatest hiring needs?	1.) Last year you and I spoke about your internship program. I'm interested in learning more. 2.) Out of your interns from last year, how many were offered jobs and what makes them successful? 3.) How can I apply?	1.) I did an internship in __ and would like to do more. Would your company value someone like me with the skills I bring? 2.) I applied online already. Can you tell me who I should contact to set up an interview?