

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.

In this guide, you will find:

1. How to register for a virtual career fair and log in 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 CareerEco. You can view a list of current employers going to <https://careereco.com/Fair/EventDetails?fairId=e3b69a7d-cd16-4bc9-be80-ae3d017a9596> and click where it says, “**HERE.**”

To take part in this virtual career fair, please begin by registering with CareerEco by going to <https://careereco.com/Fair/EventDetails?fairId=e3b69a7d-cd16-4bc9-be80-ae3d017a9596>. 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.

1. **Make sure your technology is operational:** position camera at eye level, practice making eye contact with the camera.
2. **Attend from a distraction-free environment:** minimize noise and have a clean background (light in front, not back, not above).
3. **Use clear, concise professional business communication, verbally and in written chats** be authentic and professional.
4. **Be aware of your facial expressions, body language and posture:** minimize fidgeting.
5. **Do not chew gum or eat.**
6. **Do not multi-task while engaging.** Give your full attention but take notes as needed.
7. **Keep the mute button handy:** eliminate background noise so employers hear no feedback or noise.



VIRTUAL CAREER FAIRS (VCF)

VCFs work like a traditional job fair, but the whole thing is held online. Through VCFs, employers and job seekers can meet and interact with potential candidates from the comfort of their home or office.

Preparation should include all the above, plus:

- **Register ahead of time.** Learn the basics of the software as each fair can be unique.
- **Research the attending employers** and group them by preference. Visit top companies last.
- **Get ready to upload your tailored resume** if you are applying for any jobs.
- **Do not be afraid to make connections and exchange information online.** Employers came for you so do not be shy!
- **Be patient.** Sometimes employer responses can be slowed by audio delays/student visits.

VIRTUAL OR VIDEO INTERVIEWS

Held online, virtual interviews are today often your first interaction with an employer, and can be the first of several interviews, depending on the position.

Preparation should include all the above, plus:

- **Dress professionally, at least above the waist!**
- **Research the employers** to build rapport and talk about common interests or other neutral topics.
- **Have helpful reference information handy.** Virtual interviews are a great opportunity for post-it notes. Have your questions handy for employers.
- **Pause before answering** to ensure the interviewer finishes speaking and you understand the question.
- **Follow up promptly with a thank-you note within 24 hours.**



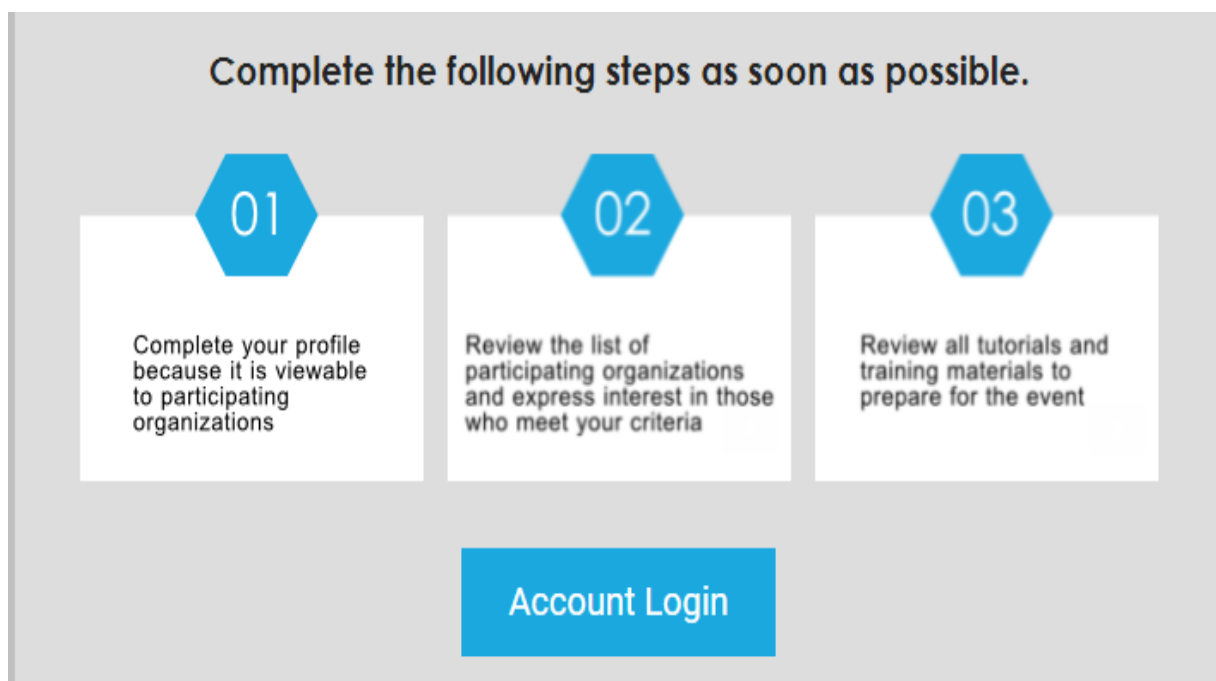
HOW TO NAVIGATE THE CAREER FAIR PLATFORM, AND RÉSUMÉ TUTORIAL

To get the most out of your CareerEco- Career Fair event, please follow the directions below.

1. Go to the CareerEco web page at <https://careereco.com/Fair/EventDetails?fairId=e3b69a7d-cd16-4bc9-be80-ae3d017a9596> to register for this event. Once there, click “Registration” and complete your registration. Upon completion you will receive a confirmation email.



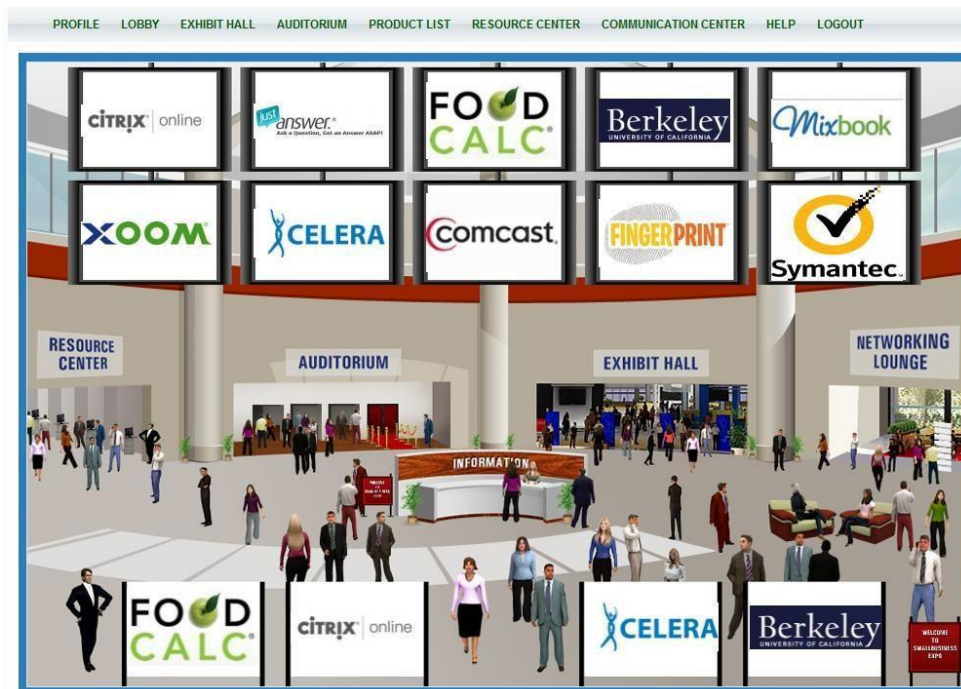
2. Go to your confirmation email and follow the directions provided. You can log into your CareerEco account by clicking the “Account Login” button at the bottom of your confirmation email.



3. Prepare to visit your Career Success Center to work on your résumé and to learn how to answer the Employers' questions, and to understand the types of questions you can ask them.

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 or call us at 203-837-8263.



DON'T FORGET TO ALWAYS CHECK BACK ON HANDSHAKE FOR UPCOMING EVENTS, WORKSHOPS, HOT JOBS AND INTERNSHIPS AND AS A RESOURCE TO RESEARCH EMPLOYERS ACROSS THE COUNTRY.

<https://wcsu.joinhandshake.com/login>



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 | 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
GOAL	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.
PREP	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.
DRESS	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
BRING	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
?’s	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?