HOW TO NAVIGATE THE CAREER FAIR

Why Career Fairs?
Career Fairs provide excellent opportunities for:
- Job searching for co-op, summer intern and full-time positions
- Networking/Professional Development
- Learning about specific employers in various industries
- Sharpening presentation and communication skills
- Getting feedback from employers

How Do I Prepare?
1. Identify your goals and objectives for the career fair and what you want to do.
2. Visit the OCS homepage (see below) and begin researching participating employers.
3. Practice initiating conversation by creating a one-minute commercial, which allows you to:
   - Introduce yourself
   - Demonstrate your knowledge of the company/agency
   - Express enthusiasm and interest
   - Relate your background to the company/agency needs
4. Develop questions to ask employers, such as:
   - What is the employment outlook within your organization?
   - What opportunities are available in my major within your organization?
5. Practice answering questions that recruiters ask.
6. Plan what to wear (business or business casual attire).
7. Gather the items you’ll need for the fair:
   - Updated resume (hard and electronic copy)
   - Pen/Pencil
   - Notepad/Portfolio
   - List of participating employers and a layout of the fair (identify locations of target employers)

What Should I Expect?
With over 130 corporate/agency employers, 5,000+ university students, faculty/staff and visitors in Corbett Sports Center, you can expect the following:
- Lots and lots of displays and information.
- Remember to CHECK IN at the student registration desk located in the lobby across from Haley Hall.
- Look around before you begin working the fair.
- Map out your target employers to determine their location.
- Visit your target employers first.
- Use the displays and materials to develop “lead statements or questions” when it’s your turn to talk with representatives.
- Great conversations
- Noisy, crowded arena – lots of activity throughout the day.

O.K., I’m in. Now What?
Once inside the arena, how should I proceed with making the contacts?
1. Take your time. Try to schedule a minimum of two hours to participate in the fair.
2. Visit at least one employer before seeing the ones in which you are most interested. This will give you an opportunity to practice your one-minute commercial and gain composure.
3. Make an intentional effort to visit NEW EMPLOYERS! It is a big turnoff to employers for students to grab for the giveaway items first. Even though these items are on display, talking with representatives should be your main objective.
4. Give a firm handshake, smile, and look the individual in the eye.
5. Keep conversation brief, upbeat and positive.
6. Emphasize your skills.
7. Listen! Learn as much as you can but avoid monopolizing the time. Be respectful of others who are waiting in line.
8. Jot down the name of the person with whom you spoke and note specific points you want to remember.

IMPORTANT REMINDERS
Ask for a business card or email address to follow up. Leave a copy of your resume and upload it on their website as quickly as possible. Send a “thank you” email and letter within 24 hours of the event. Be sure to mention something memorable about your conversation and reiterate the skills and qualifications which make you the perfect candidate.