



Career Fairs

HOW TO GET THE MOST OUT OF A CAREER FAIR

THINGS TO DO AT A CAREER FAIR

Research the organizations in advance

- Do your homework so you can ask more effective questions.
- When you walk up to an employer, you should be prepared by already knowing the company and what they do.

Prepare a 30 second introduction

- Provide a copy of your résumé and introduce yourself in 30 seconds.
- Example: "Hello my name is Baldwin Eagle and I am a senior interested in marketing. I just completed an internship at DXY and my concentration at Husson is in marketing. I'm very interested in marketing opportunities at your firm".

Bring copies of your résumé

- Bring them in a nice portfolio.
- Print them on nice résumé paper.
- Include skills, knowledge, and experience with no spelling/grammar mistakes.

Dress professional

- Come dressed as if you were interviewing for a job – overdressed is better than underdressed!
- Business casual is acceptable.

Take notes and accept materials

- Write down notes after speaking with companies and accept business cards.

Check your internet connection and hardware

- With virtual career fairs, it's important to test your Wi-Fi connection before you log on.
- Test your microphone and camera and keep these on during the fair unless instructed otherwise.

Bring energy!

- First impressions are essential at a career fair – smile, have a firm handshake, and stay engaged with the employers you speak with.

THINGS TO AVOID AT A CAREER FAIR

Being unprepared

- Employers will instantly be turned off if you walk up to their booth and ask, “what does your company do?”. Do your research ahead of time!
- Stand out from other job seekers by asking relevant questions and making a good first impression.

Visiting booths with groups of friends

- It’s important to make your own impression with each employer. You can carpool with friends to the event but go your separate ways when you arrive.

Arriving late

- You will get the most out of career fairs by arriving towards the beginning of the event. Employers may taper off towards the end, so don’t miss the opportunity to meet with them.

Keeping your camera off or having a messy background

- In a virtual fair, you will want to always keep your camera and microphone on, so you are staying present and making a good first impression.
- Make sure your background is clean and clear while you are meeting with employers.

THINGS TO DO AFTER A CAREER FAIR

Send thank you notes

- Send notes to employers that you are most interested in and with whom you had good conversations with.
- Handwritten notes are more powerful than email.

Connect with your new contacts on LinkedIn

- Before connecting, make sure your profile is up to date and professional. This is a great way to expand your network.

Keep and organize the material you gathered at the career fair

- Review them or use them for future job applications, internships, or interviews.

Ask your connections for referrals to other professionals

- Broaden your network and more doors may open for your career.

