



Navigating the Job Fair

'Investigating the market place'

JOB FAIRS ARE AN EXCELLENT PLACE TO:

- Make contacts & make a positive first impression with potential employers
- Get an overview of the job market; research potential companies
- Fine tune your personal presentation and communication skills
- **Note**~ Employers hope to leave career fairs with a list of solid candidates~ be on the top of their lists!

See these as **great opportunities** to explore and get your feet wet. Your interactions may lead to employment or internship opportunities, but go with the focus of **information gathering**.

TO MAXIMIZE YOUR RESULTS AT A JOB FAIR:

PREPARE:

- Circle targeted companies and **research** them in advance
- Bring several copies of your **updated resume** on good resume paper (use a generic objective unless you are specific about what you are looking for)
- **Dress as professionally** as you are able. If you do not yet own your new interview suit, wear conservative slacks/skirt and shirt with tie/blouse. Wear comfortable dress shoes!

NAVIGATE:

- Walk around the room and see layout. If overwhelmed, take a couple of tours
- Approach 3rd or 4th choice companies first to warm up
- Practice the 'key three'- **firm handshake, eye contact and smile**
- Have an **opening greeting** prepared: Hi, I'm Tom. I am senior Management major at St. John Fisher College and will be graduating in May. My interests lie in the field of human resources or related areas. I am very interested in hearing about full time positions that you might have in these areas. I've done some research and am very excited about the fact that _____ (co.) is in the _____ industry and would love to learn more about that. (add any information you learned or know about that industry).
- Be prepared to **identify your skills in the first minute**: Hi, my name is Melissa. I'm interested in pursuing an internship which will give me experience in the public relations field. In my Communication/Journalism classes we learned how to write copy, research topics and source contacts for interviews. I found it all very exciting but would love the opportunity to get real world experience in a respected company like _____. (the one you are talking to!)
- **Ask good questions**: (i.e., where the co. is located, what the co. size is/# of employees); gather literature and ask for a business card! Thank them for their time and information. Ask what the next steps are – do they have an online application for officially applying?

DEBRIEF AND FOLLOW UP:

- After each booth, go to a quiet corner and **make notes**, using business cards from specific recruiters
- **Follow up** after fair with an email to companies that impressed you the most, expressing interest in them and positions they may have available. Remind them that you talked with them at the fair. Attach your resume to the email. Proofread your email! Make sure it is 100% free of spelling or grammatical errors.

Surround yourself with positive people! Recruiters are skilled at picking up frustration and negativity. Go to as many fairs as you can. Talk to as many recruiters, if only to ask them about positions they may have but aren't openly posted.