

## Why should you attend a Career Fair?

- Discover your new career or summer job and get hired!
- Learn about different companies and positions to find out if they interest you.
- Explore possible career paths and learn about different work cultures/environments
- Meet employers face-to-face, so that you can build relationships and grow your network
- Discover what employers look for when they are reviewing resumes and hiring new employees.
- Develop your professional communication, networking, and career development skills.

## What should you do to prepare for a career fair?

### Research Employers

- Review the list of companies that will be participating
- Visit the company's website to find out the type of positions that might be available, company history, mission statement, vision, clients, current projects, trends and changes, and other relevant information

### Questions

- Come up with a list of focused questions to help you learn more about the company.
- Think of open-ended questions, which also demonstrate your preparation and interest to the employer.
- For example:
  - What kind of skills and experience do you look for in the employees you hire?
  - What is the culture of your organization like?
  - What do employees find rewarding about working for your company?
  - How did you get your start with the company?
  - What has been your career progression since being hired?
  - Is there anything you would do if you were in my position?

### Resumes

- Ensure that your resume is reviewed and updated in advance.
- Tailor your resume to any positions that interest you. Have different versions of your resume for different positions. Meet with a Student Success Advisor to get help if you need it.

### Elevator Speech

- Practice how you will introduce yourself to employers in 30-60 seconds (the time you would have to introduce yourself in an elevator).
- The most important part of your elevator speech is your ability to articulate your skills and strengths right off the hop to the employer.
- It can include your name, strengths, skills, past experience/projects that demonstrate your abilities, and why you decided to come to the career fair. Save your major and year in school until the end, if it even comes up. You don't want an employer to tune you out because they only hear your major and determined they're not hiring from that program.
- If you came to the career fair to get a job, don't say this during your elevator speech. You want to build rapport and let them get to know you before bringing this up.

## Dress Appropriately

- Wear clothing that would be appropriate for a job interview.
- Pay attention to hygiene - hair, breath, body odour, etc.
- Get a good night's sleep and avoid caffeine and alcohol beforehand

## What should you do during a career fair?

### Approach Employers

- Don't be shy. Employers attend career fairs because they want to meet students. They expect you to approach them and ask questions.
- Be friendly, professional, warm, and confident.
- Smile, make eye contact, shake their hand, and demonstrate an interest.
- As you build rapport, ask open-ended questions that help you learn more.
- At the end of the conversation, ask them if you can follow up with them by email or phone after the career fair.
- Try not to engage with an employer at their company booth while eating or drinking.
- Put your phone away when engaging with employers and don't answer it in the middle of a conversation.
- Be sure to bring lots of copies of your resume. Many employers will collect resumes right on the spot.

### Collect Business Cards and Take Notes

- There's lots to learn at a career fair, so make sure you carry a notebook so that you can write down important information
- Collect business cards and promotional flyers that employers will give you
- Be sure to take note of any names, dates, and key information

## What should you do after a career fair?

### Reflect on What You Learned

- What new information did you learn that will help you in your career planning?
- How can you use this information to help you moving forward?
- Writing down a few notes can help you reflect and plan for your next steps.

### Follow up with Employers

- Send an email thanking them for speaking with you at the career fair.
- Remind them of the topics you talked about.
- Reiterate your interest in the company.
- Don't wait too long. A maximum of one week for a follow up is a good rule of thumb.