

Virtual Career Fair Preparation Guide

WHAT IS A CAREER FAIR?

Career fairs provide students with networking and job opportunities from various employers. These can include co-op, part time, full time, or volunteer opportunities. Career fairs are not just for graduating students! Networking and making connections with employers before you graduate can help you land a job after graduation.

Success within a career fair is shaped by your ***PREPARATION, PARTICIPATION, AND INTERACTION*** with employers.

Consider the following tips:

1. Record the career fair's date, and all important information related to the event
2. Research employers of personal interest and know your facts about them
 - Read and understand the organization's mission statement, values and goals
 - View the complete list of employers attending the event at **lakeheadu.ca/careerzone**
3. Gather, organize and review any materials that you plan on referencing or submitting to employers
 - Complete this step in advance of the live event to ensure all information is easily accessible

PREPARING FOR THE EVENT- LINKEDIN TIPS

"Why is it important to establish a professional profile?"

When filling an unoccupied position, employers like to *know who they are hiring and what qualifications the candidate possesses*. An expanded profile contains additional information that will *provide greater clarity in demonstrating your use of skills and highlighting your involvement* from previous experiences.

Once receiving a resume, most employers will check to see if the candidate has a LinkedIn profile.

LinkedIn has become a trusted tool for employers to use as a means of networking with applicants. It provides the employer with an opportunity to further understand your skills, qualifications, and experiences in greater depth.

Next Steps: Effectively Incorporating Your LinkedIn Profile into Your Resume

1. Identify your LinkedIn profile URL code
2. Copy/Paste it within the header of your resume, just below your contact information
3. Virtually connect and network with employers through their LinkedIn profiles
 - Employers will have LinkedIn contact information on their "Get Hired" website profiles (lakeheadu.ca/gethired)

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Additionally, your LinkedIn profile can also be used for:

- Substituting a standard business card for one in an electronic format (especially important during a virtual fair)
- Connecting with employers and/or constructing personalized networks without seeking employment opportunities (*Sometimes employers hold back job opportunities until they network with various candidates to avoid sifting through resumes).

HOW TO NETWORK DURING AN INTERACTIVE WEBINAR

Prior to the event:

- Find out which employers will be attending the fair
 - Review the list of attending employers (found at lakeheadu.ca/careerzone) and record all information of importance for the organizations that interest you
- Conduct further research on these employers
 - What are their corporate goals, values and achievements?
 - Have you considered workplace satisfaction?
- Gather a list of questions to ask employers
 - Complete this in advance and keep it nearby to reference while attending the event .**To view a more detailed list of question considerations, please refer to our 'Networking Guide' at lakeheadu.ca/careerzone*

IMPORTANT CONSIDERATIONS FOR SUBMITTING JOB APPLICATIONS

Consider the following steps, tips, and tricks:

- Read over the job description carefully, taking note of the duties, responsibilities and skills required
 - If you have questions about the job, contact the HR department of that company
- Adapt your resume and cover letter to suit the job requirements
 - Reference the job requirements specifically, as employers check for commonalities
 - For Lakehead University resume services, visit lakeheadu.ca/careerzone
- Before submitting, be sure you are applying in the employer's preferred method. For example: "submit a PDF copy of your resume/cover letter via email with three references"
- If you wish to follow up with the status of your application, you can do so via email a week after the application deadline