

# Career Fair Prep

## BEFORE THE FAIR

The work you put into preparation for a career fair is just as important as what you do at the fair itself.

Follow these preparation steps to ensure success at any career or internship fair.

### Prepare an Elevator Pitch

Have your 30 second elevator pitch ready for when you engage with employers. Practice your firm handshake, warm smile, and consistent eye contact.

### Define Your Reason for Attending

Be prepared to answer questions about your career goals. Is your goal to find employment or an internship, gather information, practice networking skills, or all of the above?

### Research Employers & Organizations

Gather information to help you ask focused and specific questions. Visit company websites, use Handshake, Google, and other resources to learn info like: Company Mission, Product/Service Info, Awards/Recognitions, Clientele, Major Projects, and Career Opportunities.

### Develop a List of Questions

Ask employers and organizations about training programs, internship opportunities, career paths, and available positions.

### Polish Your Resume

Bring at least 20 copies of your updated resume for employers.

### Order Your Own Business Cards

Place your order for business cards at the CPD front desk at least 1 week in advance of the fair. \$5 for 100 personalized cards.

### Approach a Lot of Employers

It may not be immediately apparent by the name of an organization what they do. Most organizations have HR, Marketing, Sales, and Accounting departments. Never assume they cannot use a person with your talent, experience, and educational background. Have an open mind.



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## AT THE FAIR

These steps can help you successfully navigate any career or internship fair.

## AFTER THE FAIR

Make notes about the organizations and employers while they are still fresh in your mind.

Follow-up with thank you cards to recruiters who were particularly helpful and organizations you would like to pursue.

### **Dress Appropriately**

You will want to dress in business professional or nice business casual.

### **Give Yourself Enough Time**

Come early, and return between classes if necessary.

### **Get the Layout of the Land**

When you arrive, take a few minutes to review the map/and or brochure for the fair.

### **Relax and Smile!**

You are prepared for this event; now enjoy yourself.

### **Take the Lead**

Expect to take the lead in your conversations with employers. Be positive, enthusiastic, and self-confident.

### **Use Your Elevator Pitch**

Introduce yourself using your "Elevator Pitch", establish eye contact, and present a firm handshake. Remember to maintain eye contact throughout your conversation. Have your business card and resume ready to give the employer.

### **Be Prepared to Talk About Yourself**

Discuss your skills interests, major, background, and career goals. Sell yourself - Be ready to articulate your benefits and advantages to an employer, and the key features that make you stand out from others who may be looking at the same career opportunities.

### **Use Your Business Cards**

Ask representatives for their business cards, and be sure to offer one of yours as well.

### **Be Courteous**

Know when it's time to move on. Demonstrate sensitivity to other students' conversation. Offer polite closure when the conversation has ended: something like "it has been very nice meeting you."

