



CAREER FAIR ABCS

The following are the ABCs of making a career fair a success:

- **Arrive on time.** Don't wait until the end of the fair. Some employers may leave early to catch their flight or beat traffic.
- **Bring your Resume -** Before you let employers look at your resume, why not use the Career Center's Document Drop program or stop by during Walk-in hours to review your resume for errors, grammar and formatting?
- **Come Prepared**
- **Dress for Success -** Be sure everything is clean, pressed, shined and matched. Conservative is best – black, gray, navy, tan and a basic solid shirt and tie for guys and solid or subtle print for women.
- **Eye Contact -** The first impression that you give employers is important.
- **Feeling nervous or overwhelmed?** Corporate employers, government agencies, and non-profit organizations all under one roof, it can be intimidating at first. Remember to breathe and calm your nerves before greeting an employer.
- **Get a map -** Having a map of the different employers in attendance is helpful so that you know which booths you want to visit.
- **Have a plan -** There is no way that you will be able to visit every single employer. Do your research beforehand on the companies that you want to visit and the jobs that are available.
- **Invest in a professional portfolio -** This is a great tool to carry your resume copies, a memo pad and at least 2 working pens.
- **Jewelry is fine.** Jewelry should be limited to a professional watch and 1 ring per hand, small earrings for women – generally none for men at a job fair. Ladies – watch clunky or noisy bracelets.
- **Know yourself -** Knowing your career goals and the skills you can offer will help you market yourself to employers. What are your skills, accomplishments and goals?
- **Learn about the organization-**Asking questions about the organization displays to the employer that you have done your research and reiterates your interest in working for them.
- **Make a good impression -** Before leaving, look in the mirror and practice your smile.
- **Need help before the Career Fair?** The Career Development Center is here for you.
- **Obtain a list of the attending organizations before the career fair -** For a list, log-in to your Lightning JobSource Account and/or check the CDC website.
- **Practice, Practice, Practice.**
- **Quiet your cell phone.** When talking with an employer, the last thing you need is the interruption of your cell phone.
- **Request a business card -**Business cards are essential for sending thank you notes and following up with an employer.
- **Stand tall -**Good posture displays confidence.
- **Thank you notes -** Be sure to send a follow up email or note to the organizations your visited, thanking them for speaking with you at the fair and indicating that you have completed any requested action items.

- **Utilize your pen.** Write down important application deadlines and additional notes about the people that you meet at the Job Fair so that you can personalize your thank you notes.
- **Visit an organization that is lower on your list first** - Use these organizations as practice before you visit the organizations at the top of your list.
- **What do employers want you to know about them?** Review their information in Lightning JobSource, their website, and Google them.
- **Xerox copy enough resumes** - Better yet, print out using a laser printer on quality paper. You don't want to run out of resumes.
- **Your skills and personality** - Whether you want a full-time job or internship, focus on what you can offer the organization, not what they can do for you and your career.
- **Zip Code** - Some of the organizations may or may not be based locally. Do your research beforehand.