



## WHAT TO EXPECT

The Career Fair allows students the opportunity to explore different opportunities for internships and career positions. Most employers are recruiting for specific positions; however, some organizations come to network and build relationships with students for future openings. The Career Fair is typically a daylong event. All students are welcome to attend. Some employers stay on campus the day after the fair to interview select candidates. Please plan to dress professionally and bring your student ID.

## PREPARING FOR THE EVENT

### 1. Identify & Research Employers

- Visit Bobcat CareerLink for information about employers registered for the fair.
- Research the organizations and visit their websites to learn about their services, clients, goals, and career opportunities.
- Prepare conversation starters and questions for each organization you are interested in connecting with. Avoid the dreaded, “So what does your company do?”

### 2. Prepare Your Résumé

- Utilize resources such as workshops and the résumé handout to develop your résumé.
- Bring your résumé to walk-in hours to be reviewed.
- Be sure to use a nice folder or padfolio to organize your materials.

### 3. Prepare Your Introduction

- Develop a “commercial” that highlights your major, class status, evidence of knowledge and interest in employers, and how your skills would be an asset.
- Rehearse your “commercial.” Be concise, clear, and confident.

### 4. Dress Appropriately-

- Men should wear dark suits, sport coats, polished shoes, dark socks, well-groomed hair, and an appropriate tie.
- Women can opt for neutral or dark suits, blazers, panty hose, closed toed, low-heeled shoes, and minimal make-up and perfume.

## DURING THE EVENT

### 1. Use Your Time Wisely

- Allow yourself enough time to visit your identified employers and others who may catch your interest.
- Be patient with employers who are busy.

### 2. Make a Good First Impression

- Greet the employer and introduce yourself.
- Be sure to shake hands and smile.

### 3. Demonstrate Your Knowledge of the Company

- Communicate to the employer that you have done your research and how you may fit in their organization.
- Find out what opportunities exist for someone with your credentials.

### 4. Do Not Be Distracted By All the Freebies

### 5. Remember Names and Companies

- Be sure to get the recruiters name and business card, if available, and take notes about your conversation.

## AFTER THE EVENT

### 1. Stay organized

- Review your notes and process what you learned about the different organizations.
- Keep track of business cards and promotional items.

- Some students benefit from creating an excel sheet to keep their job search organized.
2. **Follow up**
- If a recruiter asks for you to send a résumé or other information, do so as soon as possible.
  - Send a thank you note to the recruiters you spoke to. Mention your discussion at the career fair, your qualifications, your interest in the organization, and anything you forgot to mention at the fair.
3. **Evaluate your experience and plan for the next step**
- What was positive? Negative? Did your research help you? What questions were difficult to answer? What would you change for future career fairs? Were you able to articulate your career goals? How was your "commercial" received?
  - Take advantage of Career Services handouts for interviewing and the job search process, Career Fair or Bust workshops and the Mock Interview Program.

*For more information, visit the Career Services web site.*

*Click on the Career Resource Center section for additional handouts.*

*Click on the Workshops sections for event schedules and plan to attend "Career Fair or Bust."*