



# Getting the Most from a Job Fair

---

**Career Services  
Clarion University**



## Key Points to be Covered

---

- Benefits
- Expectations
- Preparation/Practice
- Professional Attire
- Materials/Supplies
- Job Fair Day
- Follow up



## Why go to the job fair?

---

- To access many employers in one location.
- To learn about organizations and their internship and full-time opportunities.
- To obtain information about required qualifications for entry-level candidates.
- Present your qualifications in a face-to-face situation with employers.



## Why do employers go?

---

- To increase **awareness** of the organization, and distribute recruitment literature.
- To develop a pool of candidates for **existing** and **future** internship and full-time positions.
- To explain the organization's **formal application process**.
- To get a preliminary assessment of candidates through **face-to-face** contact.



## What should you expect?

---

- Only candidates are usually permitted to enter the fair.
  - Tip: Employers are interested in hiring you...not your friend, parents, or spouse.
- There will **a lot** of people.
  - Go early in the day when recruiters are fresh, alert, and attentive. Allow some time visit the employer booths.



## What to expect (cont.)

---

- You may have to wait in line to see some employers.
  - Tip: Visit organizations that may not be a household name first.
- Expect to shake a lot of hands
  - Tip: Practice your handshake.



# What do employers expect?

---

- Candidates who...
  - Are well-prepared.
  - Are focused and know what kind of position they want.
  - Know what the organization does.
  - Wear suits and look professional.
  - Have good eye contact, are interested, and show enthusiasm for the organization and positions.



## How to prepare

---

- Go to the job fair website to review a list of participating employers.
- Identify employers that interest you.
- Visit each website to...
  - Learn about the organization's products or services.
  - Learn the application process, and possibly apply online.
  - Determine the available positions and their requirements.



## How to prepare (cont.)

---

- Develop a one-minute commercial.
  - Practice your handshake and greeting.
  - Prepare an introduction, including:
    - Name
    - Area of study
    - What you want to do
    - Your accomplishments
    - Why you're interested in the employer



## How to prepare (cont.)

---

- Prepare some questions to ask.
- Develop a top-quality resumé.
  - Seek the assistance of your career center.
  - Ask a professional to review it.



## What to take

---

- A nice folder or portfolio
- A supply of resumés
- Pen and paper
- A list of the organizations that are your top prospects



# What to wear

- **Wear a suit.** Dress as you would for an interview, even though some employers may be more casually attired.
- Present yourself as a professional. Clothes should be fitted – not too short, tight, or bare.
- Wear polished, comfortable shoes.





## What to wear (cont.)

---

- Keep jewelry to a minimum; no unusual piercings or tattoos.
- Don't wear perfume/cologne (some people are allergic).
- Seek the advice of your career center staff.



## At the event

---

- Arrive early and check in.
- Obtain a name tag, an employer directory, and an evaluation.
- Review the floor plan and locate your targeted employers.
- Approach the recruiter with confidence.
- Smile, introduce yourself, and offer a firm handshake.
- Present your one-minute commercial.



## At the event (cont.)

---

- Offer your resumé.
- Ask questions to learn if the organization and its positions are a “fit” for you.
- Find out whom you need to contact if the organization’s representatives are not recruiting for the positions that you are interested in. Ask the recruiter to pass your resumé on to that person.



## At the event (cont.)

---

- Avoid asking salary questions at this initial stage unless the recruiter brings it up.
- Get a business card from each recruiter you speak to.
- Inquire about suggested follow-up.
- Thank the recruiter for his/her time.



## After the job fair

---

- Make notes on your interactions with employers.
- Follow the application procedures described by the recruiter.
- Send the recruiter a short thank-you letter or e-mail.
- Enclose/attach a copy of your resumé.
- Contact your career center if you have any questions.



## To summarize...

---

- Review a directory of participating employers and assess your interest.
- Research organizations of interest to you.
- Develop an error-free, professional resumé. Take many copies.
- Prepare your one-minute commercial.
- Prepare questions to ask recruiters.



## To summarize (cont.)

---

- Dress professionally.
- Take a pen and notepad with you in a folder/portfolio.
- Arrive early.
- Approach recruiters with confidence, enthusiasm, and a smile.
- Collect business cards from recruiters.



## To summarize (cont.)

---

- Follow up with a thank-you note after the fair.
- Follow the suggested application procedures.
- Contact your career center for any questions about the event.