

How to Make a Job Fair Work For You

Know Why Employers Attend:

- To identify qualified job applicants
- To increase awareness of their company – publicity
- To fill open positions within their company

How to Attract Employers Attention:

Before the Job Fair

- Know which employers are attending, research those you plan to talk to.
- Make sure your [resume](#) is updated and error free. Have another person review and proof read your resume. Bring at least 20 clean copies of your resume.
- Bring a padfolio or folder with note pad to carry resumes, write down details for follow-up, and collect business cards.
- Prepare a [1 minute greeting](#) that focuses on your skills, experience, and strengths. Practice it several times; it will help you to make a good impression when you meet employers.
- Be prepared to discuss your job history and how it relates to the employer's needs.
- Remember personal appearance and neatness are very important. Choose comfortable, good fitting and professional looking clothing.

At the Job Fair

- First thing, look at the list of employers and develop your game plan.
- Show interest and enthusiasm by smiling and speaking clearly. Walk confidently, with good posture. Make direct eye contact and shake hands firmly.
- Do not move from table to table with your friends or a group, go your own way.
- Show initiative. Introduce yourself and share your [elevator pitch](#).
- Smile, breathe, and relax.
- Have a couple questions ready for the employers. A good question would be “How would you describe the ideal person for this position?” Don't ask “How much do you pay?”
- Show strong interest, enthusiasm and confidence. Focus on your experience and strengths and what you will bring to the company.
- Before you leave, collect employer literature and business cards. Get the name of the individual you spoke to and find out what the next step will be – apply on line, telephone interview, etc.

After the Job Fair

- Take the time to review and organize the employer information and business cards you collected.
- Send [follow-up letters](#) to the companies you are interested in, thank them for their time and the information. Point out your interest in working for them and remind them about what you can offer. Make each letter different and targeted to each company and individual you are writing to.

