



The Job Fair & Events

Prepare • Perform • Persist

THE JOB FAIR



Before the Event:

- Pick out something to wear that is professional and not distracting. Wear something that you feel confident in!
- Find out which companies will be there and make a list of who you want to talk to
- Prepare your elevator pitch (see the next few pages for more info!)
- Prepare/fine tune your resume and bring printed copies

Day of the Event:

- Make sure clothing is clean and any makeup or perfume/ cologne you have on isn't overpowering.
- Put your phone away and turn it off!
- Map out your strategy and locations of employers you want to talk to
- Introduce yourself with confidence, a handshake, and your elevator pitch
- Tell the recruiter about job interests and learn more about the organization by asking questions about available opportunities day to day responsibilities, etc.
- Keep in mind, it is the recruiters job to recruit you! They are there to answer your questions and be conversational.
- Give out your resume and ask how to apply
- Take notes and think of questions to ask employer
- Try to obtain the representative's information for follow up and ask when you will hear back

PRO-TIP:

- **First, visit an employer you didn't necessarily have on your "must talk to" list to practice speaking with employers and get your nerves out--once you become more confident in your elevator pitch and conversations then go to your top choices!**

After the Event:

- Follow up with a letter expressing your interest in the company and what they have to offer. You may want to include an updated resume, a link to an electronic portfolio, or provide better answers to specific questions asked during the event.
- Thank you/follow up letters should be received by the employer within 2-5 days after an event
- Follow-up with any requests- if you ran out of copies of your resume and need to send it, send it ASAP!



Connecting Online

For any virtual fair, find out which employers/ representatives are attending and research the employers you'll meet. Check out their company website and search online for recent news articles. This will help you think of questions to ask and make conversation.

Make sure you understand the system/platform that is being used for the fair. Attend any training sessions offered- if you have questions, ask them before the fair!

Prepare your elevator pitch just like you would for an in-person fair. Practice your elevator pitch with a friend or family member so you're ready when it's time to introduce yourself to a recruiter.

On the day of the virtual fair, even though you are not meeting in-person, dress professionally. This will make a good first impression with recruiters and employees. This will also work to boost your confidence! Find a quiet spot and a neutral background to take the video call.

Maintain eye contact and always be listening. Limit any distractions around you and on your screen so that your eyes aren't tempted to wander.

Ask questions and be conversational. Have a pen and paper with you so you can jot down any notes, ways to follow-up, or new questions that you think of during the conversation.

Virtual Fairs on Handshake Checklist

Before the Fair:

- Update your Handshake profile including uploading your resume- employers will be able to see this!
- Find out which employers are attending, research them, and prepare a few talking points
- Create your day-of-the-fair schedule through Handshake

During the Fair:

- Dress professionally have take your calls in a quiet place with a neutral background
- Arrive on time to your scheduled meetings
- Maintain eye contact and ask questions

After the Fair:

- View and apply to open jobs and internships posted on Handshake
- Follow-up with any recruiters as requested

<https://learn.joinhandshake.com/students/attending-a-virtual-career-fair-here-are-10-tips-you-need-to-know/>

THE ELEVATOR PITCH



What is an elevator pitch?

A concise speech that very quickly markets your skills, capabilities, and aspirations. It can last between 15 seconds to 3 minutes depending on the situation. The purpose is to quickly educate your audience on the product of you and generate interest so they want to learn more, hopefully leading to an interview.

The reason it's called an elevator pitch is that it should be short enough to say during an elevator ride.

What do I say?

Who are you, and what do you offer? Why are you interested in the position? Talk about your proudest achievements, relevant work and/or volunteer experiences, future Goals, educational experiences, and why you are an ideal candidate.

Things not to say:

National Origin/Citizenship, Marital/Family Status, Arrest, Age, Affiliations, Disabilities, Military status

“Hello, my name is Bill and I am a sophomore majoring in Accounting. I did some research on your website and am interested in the Accounting internship that is posted. I have worked for ABC company the past 3 years collecting customer survey results and calculating that data in an online database. I'd love to hear more about your company and the internship program.”

TIPS:

- It should sound natural, spontaneous, conversational, pleasant, and sincere.
- Be brief, believable, and concise; honestly convey what interests you without drowning the listener with information
- Engage the listener and compel them to want to continue the encounter
- Practice makes perfect- practice with a friend or family member and ask them what they think
- Study your body language and delivery in front of a mirror; this is a chance, outside of an interview, to interact in person and make a positive impression.
- Maintain eye contact and use every day, conversational language; breathe, pause
- Ask for a business card or even suggest a future meeting when done

Source: college central network