

Make a Plan for the Job Fair

1. Some experts suggest to arrive early or late to the Job Fair. (The first and last people are often remembered while the ones in between become a blur.)
2. Check-in at the registration table. Get a copy of the job fair layout, the employer participation list. Find booth locations of your targeted employers.
3. Briskly (but attentively) walk through the entire job fair. Scope-out employers you want to talk to. Observe which employers are busy and which aren't. Make special note of employers that are conducting secondary interviews, either at their booth or in another location (these are the employers who are serious about hiring). Identify the person conducting secondary interviews and seek that person out!
4. Get a feeling for the entire Job Fair. Then, go and sit for a few moments to compose yourself and finalize your 'plan of attack'!

Approach your targeted companies

5. From a distance, observe and listen to employers interacting with other applicants. Listen to what the employer is asking. Figure out who is in charge. What happens to resumes (are there multiple resume piles, does anyone write on them)?
6. Determine the most senior level representative in the booth. Seek this person out.
7. While waiting in line, review information about the employer you're approaching.
8. As you approach the table, respect other people's privacy as they complete their interaction with the employer.

When you meet with an employer

9. Give an award winning SMILE!
10. Greet each employer with a firm handshake. Make eye contact! Be polite!
11. Introduce yourself. Look confident!
12. State why you have chosen this employer.
13. Try to remember the employer's name. Glance at nametag.
14. Show interest. State briefly what you like about the company.
15. Deliver your 'one-minute commercial'.

Your 'commercial' should explain: A) Who you are, B) Your qualifications and accomplishments, C) Special skills and values that set you apart from other applicants, D) One or two specific examples of what you could do to solve actual company problems (how you benefit the company)

Practice your 'commercial' out loud to feel comfortable. Your delivery of the commercial (confident and enthusiastic, yet natural) is perhaps more important than the content of your commercial.

YOUR OBJECTIVE IS TO SAY ONE TRULY MEMORABLE THING TO EMPLOYERS!!

Be sensitive to the timing and situation before using your 'commercial'-adapt it as the circumstances dictate.

16. Listen carefully to what the employer says. The room may be noisy and busy, but don't be distracted. Focus! Focus! Focus!
17. Ask questions.

What opportunities are available? What are the responsibilities? What skills are companies seeking in candidates?

18. Answer questions directly, politely, and concisely. REMEMBER THE GOAL IS TO BE ASKED BACK FOR AN 'IN-HOUSE' INTERVIEW.
19. Ask about the application procedure and hiring process. What's the timeframe? Is there convenient time to call to follow up?
20. Do NOT ask about salary and benefits (wait until later for these types of questions).
21. Request a business card or obtain a contact name, phone number, fax and email address. Take brochures or informational materials that are available at the booth.
22. Don't let promotional 'freebies' on the table distract you and do not grab at them.
23. Thank each employer for their time.
24. If you're given an application form, take time to fill it out neatly and completely. Remember the way you fill out the application is in itself an example of your work.
25. Conduct yourself professionally at all times. You are 'on stage' even as you stand in line or move about the Fair area.
26. Stay fresh! Job fairs can be exhausting. If you start to get tired, take a break.
27. Network with other job seekers at the Fair. Share leads, resources, and ideas.
28. Keep a list of the employers you meet. Make notes about each company and your conversation with each representative.