HOW TO WORK A CAREER FAIR

Your One Minute Commercial

Key Conversation Point	Your Script Prompt
Introduction	*Name:*
Thank him/her for time	*Thank you:*
Mention your bridge	*Referral/Event:*
Your education	*Schooling:*
Your specialty	*Activity:*
Work history review	*Most pertinent jobs:*
Responsibilities	*What did you do:*
Major accomplishments	*Benefits:*
Your present availability	*Why you are looking:*
Your goal	*Your objective:*

Application

1. Who are you talking to? Knowledge of the person you are addressing determines the scope and direction of your presentation.
2. How much time do you feel you have to discuss your background?
3. Does this person make hiring decisions? Can he/she make referrals? Does he/she know of job situations in or out of the company?
4. Is this someone in your profession? You can use buzz words. Otherwise, do not plunge into detail that may cause you to lose control of the conversation.
5. This format will vary with advice, research and direct interviews.

Questions to Ask

- What courses/major do I need to better prepare for a position in your organization?
- What value do you place on GPAs? How important are extracurricular activities?
- How beneficial/necessary is graduate work in this particular field/industry?
- Describe your organization's training program.
- What are the chief qualifications you seek in a first-year employee?
- Does your organization hire _____ majors? What positions or division would they typically work in?
- Do you offer internships or co-ops and if so, in what areas?
- What do your interns or co-op students do?

ATTRACTING ATTENTION AT CAREER FAIRS...IMPROVING YOUR ODDS

1. Know your job interests and your qualifications

- Be able to express your qualifications...strengths, academic preparation, related experiences, and skills: i.e.: communication, technical, leadership
- Prepare a 30 second commercial...your sales campaign...highlight what you can do, not what the prospective employer can do for you!

2. Have a well written resume

- Attend CES workshops and/or resume critique sessions
- Call 532-6506 for an appointment or drop by during Walk-In Wednesdays for a quick review
- Bring 50 copies of your resume to the Fair
- Consider having your own business card to include your degree/date of graduation, e-mail, address and career interests

3. Research companies in advance of the fair

Your research on firms will show recruiters you are hard-working, eager, dedicated and goal-oriented. You can also better manage your time by prioritizing those you wish to visit.

- Activate your CES account to review a list and website addresses of participating employers
- Visit Holtz Hall to review companies' recruitment materials
- Go to Hale Library for industry information and corporate directories
- Ask faculty about the participating firms and alumni working there

4. Allow enough time & plan ahead

- Study the floor plan available in the Collegian in September.
- Start early.
- Plan your time and try to avoid long lines

5. Professional or business casual dress...Appearance counts

- Dress as you might for your career field
- Visit the student registration table to obtain a name tag
- Demonstrate confidence with eye contact, a firm hand shake and a smile!

6. Ask questions and listen

- Find out what you can do to: Be considered, get more information, and arrange an interview or secure an on-site visit
- Reveal information in a give and take fashion...this is an opportunity to identify employers' needs and the match of your skills

7. Record Information in your notebook/portfolio

- Make notes as you leave on the information you gain, especially their follow-up plans
- Pick up business cards and firm literature

8. Follow-up with a note

- Company decision makers like to know that you are interested. Write a follow-up note as soon as possible expressing interest and further research findings.
- If you missed a company, drop a note to express interest and include your resume

9. Prepare for follow-up interviews

- Manage your on-campus interview schedules via your CES account
- Pick up an interview guide, attend CES workshops and conduct mock interviews

10. Celebrate a job well done!