How to Succeed at a Career Fair

Career Center
Kansas State University
Berney Family Welcome Center
www.k-state.edu/careercenter

Research Companies in Advance

1. Review employers, openings, and website using your Handshake Account
2. Identify your top 5-15 employers for each day of the fair
3. Apply for jobs and campus interviews using instructions outlined by employers in your Handshake account
4. Utilize the company website to learn more
5. Ask faculty about employers and alumni

Well Written Resume / Cover Letter

Customized & Critiqued

- Make it visually appealing
- Traditional font and bullets
- Consistency
- 1 Page
- Highlight your strengths
- Market yourself!
- Link your skills to the employer’s needs
- Why do they need you on their team?

Customize Your 30 Second Intro

1. Opportunity to sell yourself and make an impression
2. 15-45 second sales campaign
3. Key is to be confident, concise, and friendly with meaningful dialogue

Remember: Practice makes perfect!

Know Your Job Interests & Qualifications

1. Introduce yourself:
   - Greeting / Name
   - Major
2. State what you are seeking and your standing in school:
   - Graduating / Classification Year (Freshman, Sophomore, Junior)
   - Internship / Full-Time / Part-time / Co-op
   - Industries of Interest (Optional)
3. State what you have done that would benefit the employer, your competitive edge or what is unique about you (most should be on your resume):
   - Work Experience: Internship(s) / Non-Major Related Work Experiences
   - Activities: Participation in Organizations / Leadership / Volunteerism
   - Academic Preparation: Research / Special Projects / Study Abroad
   - Applicable Skills / Strengths: Technical Skills / Special Qualifications
Create a List of Meaningful Questions

1. Identify at least 3 questions that you would like to ask at the fair vs. an interview
2. Do not ask questions that could easily found from doing research
3. Make sure you ask if you may contact the employer and ask for their business card

Create a Plan of Action

1. Find a map of the fair to determine the order of your employer visits
2. Ask us in advance as possible for time away to attend the career fair
3. Plan and maximize your time at the fair based on your top 5-15 employers
4. *Try* to avoid long lines

Dress to Impress

- Dress code is business professional
- Business casual only if you do not have professional attire
- Ensure your clothes are ironed and your shoes are shined
- Traditional colors: black, gray, blue, tan
- Hosiery and closed toe heels recommended for women

Visit the Career Closet for FREE gently used professional attire!

At and After the Fair

- Firm handshake
- Smile
- Eye contact
- Focus and pay attention
- Say thank you!

1. Ask for business cards
2. Document conversations
3. Keep info organized
4. Create a contact list
5. Follow-up with thank yous

To Do’s: A Must

If you are short on time, please ensure you minimally:

1. Resume: Have it critiqued
2. Interview Skills: Practice
3. Research Online BEFORE the Fair
4. Prepare for the day of:
   - Copies of Resume
   - Proper Attire
   - Selling Points for Recruiters
   - Ask Next Steps, Take Notes, and Follow-Up