How to Work a Career Fair
Coming Soon…

Pace University  
PLV Fall 2013  
Job & Internship Fair  
Oct 9th 11am – 2pm

#pacecareers

*PROFESSIONAL ATTIRE REQUIRED. ABSOLUTELY NO JEANS, T-SHIRTS, CAPS, OR HOODES ALLOWED!
Do Your Homework

- Get a list of the companies who will be there
- Research the companies who are coming
- Personalize your pitch to each company
Prepare a 30 Pitch

- Recruiters are there to get to know quickly if you are a possible fit for their company
- Your infomercial should tell them what they need to know about you
  - Extend something relevant, special and memorable about you
  - Include your name, your degree, when you graduate, your strengths and goals
  - Make it clear why you are interested in the company
  - Tell them whether you are looking for a full time position or an internship.
Dress for Success

- Dress as if you are going to an interview
  - Wear a conservative suit
  - Carry a professional looking portfolio
  - Wear professional but comfortable shoes
Get to Career Fair Early

- Plan how you are going to work the room
  - Check out how the room is set up
  - Get a directory
- Get your best self ready
  - Relax and compose yourself
  - Run through your elevator speech
  - Check your appearance
Face Time is Quality Time

- Career fair is an opportunity to get “face time” with recruiters
- Talking to recruiters is an excellent way to improve your networking skills
Work the Room
Before You Work the Room

• Check out the layout
• See if you know anyone
• Decide who you want to meet first
• Check out the lines
Find Key People

- In advance of career fair or at the fair
  - Career services – who can give you insights into companies and career opportunities
  - Professors – who can recommend you
  - Alumni – who are recruiting and will be most receptive to you
  - Friends – who may have already met a recruiter and can give you tips
Network While You Wait

- **Work the line**
  - Interact with other students
  - Listen to recruiter-student interactions
  - Focus and personalize your elevator speech
Have Your Resume Ready

- Bring more copies than you think you’ll need
  - Consider a manila folder for each company you plan to meet
  - Keep a generous supply inside your portfolio
  - Offer resumes to each company rep
Meeting the Recruiter
Make a First Impression

- Establish eye contact
- Extend a firm handshake
  - State your full name – clearly and project
  - Wait until they introduce themselves before losing eye contact or letting go of the handshake
The Recruiter Meeting

- Deliver your elevator speech
- Give the recruiter the opportunity to respond
  - Ask your questions
  - Maintain interest and connection even if the recruiter indicates they have nothing for you
  - Before you walk away, leave a copy of your resume and ask what the next step is
Prepare Questions

- Increase knowledge about career opportunities
- Learn about various companies and prospective future employers
- Explore different industries
  - Industry trends
  - Job opportunities and openings
  - Career paths
  - Training
  - Key skills
Get Business Cards and Company Information

- Ask for the recruiter’s business card
- Collect company information – brochures etc.
- After the career fair, send the recruiter a thank you note
  ✓ Refer back to something memorable in your pitch or conversation or note something you read in the literature given to you
  ✓ With the letter, include another copy of your resume and thank the recruiter for spending time with you
Understand Employer Agendas

- Recruiters come to career fairs not only or not always to promote specific positions.
- They may use the event as a venue to promote their company.
  - Focus on what they do well or not so well in “selling” their company.
  - These “mini information sessions” are a chance for you to make an informed decision about whether you would want to work for their organization.
Applying via Website

- Don’t feel dismissed or despair! Still make an impression...
  - These days companies need written records of applicants for statistical tracking
  - It is also a way to document all applicants who have demonstrated a serious interest in available positions
No Jobs in My Industry!

- Even if recruiter is not hiring for the job function you want, she or he may be able to forward your resume to the appropriate person within their company.
- If nothing else, talking to the recruiters is an excellent way:
  - to improve your networking skills
  - practice your 30 second pitch and
  - get comfortable marketing yourself as a viable candidate.
Working It...The Video
Q & A

SELLING IS LEARNING
LEARN FROM WHAT COMPANIES ARE SELLING
AND HOW THEY ARE SELLING IT!

Have a Successful Career Fair...