



HOW TO MAKE A JOB FAIR WORK FOR YOU

Why do students go to a job fair?

- * Job contacts
- * Explore careers
- * Employer contacts

Job offers are few during the job fair, they usually come later in the process.

Why do employers go to job fairs?

- * To increase the awareness of their organization and the work they do
- * Provide career information
- * To make contacts with prospective employees
- * To look for candidates for available jobs

How to prepare for a job fair:

- * Clarify your goals – Why are you going to the job fair and what do you want to accomplish?
- * Prepare a list of questions to ask employers
- * Identify which employers you want to speak to
- * Develop an effective resume
- * Prepare a one minute commercial to present yourself – introduce yourself, be knowledgeable about the organization, express interest, tell them what you can offer them

How to communicate effectively to an employer (verbally & non-verbally):

- * Dress professionally
- * Be enthusiastic
- * Maintain good eye contact
- * Present your professional resume
- * Ask appropriate questions
- * Answer questions concisely
- * Have your presentation materials readily available
- * Don't smoke, chew gum or engage in other mannerism that may be distracting
- * Ask about the content of the position before inquiring about salary

Follow-up:

- * Ask for the employer's business card
- * Find out what is the best way to follow-up
- * Ask who the appropriate contact is
- * Ask when would be the best time to follow-up

☛THREE KEY POINTS:

1. PREPARE
2. COMMUNICATE
3. FOLLOW-UP