

**Career Fair Know How**  
*Working the Job Fair*

**Check List**

- ✓ Practice your handshake <http://www.news.com.au/finance/small-business/how-to-give-the-perfect-handshake-and-six-mistakes-to-avoid/story-fn9evb64-1226849962036>
- ✓
- ✓ Have and practice your “commercial”(See “Your Commercial” section below)  
<http://www2.binghamton.edu/career-development-center/pdf/Perfecting%20Your%2030-second%20commercial.pdf>
  
- ✓ Make sure to introduce yourself as a current undergraduate student graduating in 2020, 2019, 2018, or 2017.
  
- ✓ Review information about your past experience and positions
  
- ✓ **Make sure your suit is cleaned, pressed and ready to wear (business attire only is required for the fair) Students dressed inappropriately will not be allowed entrance into the fair. Groom (hair cut, hair dresser, etc) prior to the event.**  
  
<http://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf?sfvrsn=0>  
  
<http://blacknaps.org/2012/03/20/natural-hair-styles-for-job-interviews/>  
  
<http://www.careerealism.com/hiring-discrimination-tattoos-piercings/>  
  
<http://www.askamanager.org/2013/03/can-you-have-blue-hair-at-a-job-interview.html>
  
- ✓ Prepare a small portfolio or folder:  
Your resume (10 copies -no resume paper needed)  
Paper for notes  
A nice pen
  
- ✓ Personal business cards are a nice touch (Information should include name, email address, phone number, major/minor/concentration, school name, graduation year (Class of xxxx).  
  
[www.vistaprint.com](http://www.vistaprint.com)
  
- ✓ Focus on 5-10 companies.
  
- ✓ Research the 5-10 companies prior to attending the career fair.  
<http://www.wikihow.com/Research-the-Company-Before-Your-Job-Interview>

- ✓ **Bring your student i.d.**

### **Your Commercial**

Be able to introduce yourself and express your job interests and qualifications. Prepare a 30-second commercial, which includes your academics, activities, work experience, skills, and/or career goals. Highlight those things that you feel would be most relevant and important to the employers with whom you wish to speak. Practice with a friend, in front of a mirror, and with a Career Services staff person.

#### **Example:**

Hi, I'm (state name). I'm a (freshmen, sophomore, junior, senior) at Spelman College majoring in (state major). I noticed from the career fair booklet that you are looking for (blank) majors for internships and/or full-time positions. I'm curious to learn more about your available opportunities and to possibly discuss how my qualifications might match up with your hiring needs. I have a copy of my resume to share with you, and I'm open to elaborate further on any information you see on the resume that may require further explanation.

**Once you have completed your commercial, be prepared to answer questions from the recruiter such as:**

- Skills you learned from previous employment
- Your knowledge of their company
- Knowledge specific to your area of interest
- Relevant projects you've completed in school
- Training you've received and would like to pursue in the future

**After the recruiter completes their questioning, consider asking a few questions of your own. Here are some suggestions:**

1. What does your company consider the 5 most important qualities in an employee?
2. Are graduate degrees important? If so, in what areas?
3. What courses do you suggest in order to be a successful candidate?
4. What personality traits are important for success in your company?
5. As an entry-level employee, what can I expect to be doing during the first year?
6. What is the career path for this position?
7. What made **you** (speaking to the company representative) choose this company?
8. How long have you been with the company and what keeps you there?
9. What has your company accomplished of which you are especially proud?
10. Do you expect your employees to relocate? Where?
11. What percent of interns are offered positions after graduation?
12. Ask about the industry's latest trends.

#### **Wrapping up:**

- Ask their advice for future professional development

- Ask them if they will have campus interview schedules
- Ask for a business card
- Thank them for taking the time to speak with you and for participating in the career fair
- Give them a firm handshake
- **It is not uncommon (nor rude) for the recruiter to return your resume to you due to legal issues involving resumes.**

#### **Pointers for successful recruiter interaction:**

- Speak clearly
- Learn to be quiet and listen to what the recruiter has to say
- Don't monopolize the conversation
- **Don't ask questions that could be answered by visiting their website**
- Have **AT LEAST** basic knowledge about the company including the company's products, competitors, location(s), public vs. private, and industry growth rate
- Be prepared with enough topics so that you can do more than recite your commercial.
  - ✓ Know about the industry and its trends
  - ✓ Read about the latest news for that company

#### **Sample Follow-up Correspondence**

- Thank You (letter, card, email) Look over your notes and make a list of companies you talked with in descending order of importance.
  - ✓ Write and mail a thank you letter (typed) or card (handwritten); or send an email (the letter or card makes a much stronger impression than an email) within 48 hours of the fair to the recruiters from companies you are truly interested in pursuing. It is not only appropriate; it reminds them of your name and gives you an opportunity to stand out among other candidates. Use the notes you took, literature you collected, and research you compiled to compose the letter. Include your resume—it may have been lost/misplaced at the fair.

<http://jobsearch.about.com/od/thankyouletters/a/samplethankyou.htm>

- Phone Calls  
Call/email those recruiters who indicated that it was okay to do so. When calling, be prepared and know/practice what you are going to say beforehand. Check to be sure that your application is complete.
- Other After-Thoughts  
Be prepared for the company to contact you to follow up. Keep your research/literature organized and within easy reach of the phone.