How to Work a Career Fair

• Clarify your purpose for going to the Career Fair:
  • Look for a job or internship
  • Network
  • Learn about companies and organizations, explore what’s out there
  • Practice communication skills

• Develop your resume (one or more depending on your interests and target industries)

• Visit the career fair website to find out which companies and organizations will attend

• Review employer websites to determine which ones interest you most

• Be prepared to talk to an employer about what their company or organization does

• Develop and practice your 30 second commercial to introduce yourself to employers at the fair. Include:
  • Your name
  • Your major/minor at HWS
  • When you will be graduating
  • Your area of interest and how your background relates to the employer

• Prepare your clothing for the day, make sure everything is clean

At the Fair

• First get a map of the floor plan and decide how to proceed, either
  • Visit your targeted companies and organizations right away or
  • “Warm up” by talking to employers at the bottom of your list, then move on to employers that interest you most

• Do not grab giveaways

• Talk to employer representatives, don’t just walk by them; use your script

• Don’t walk up to representatives and ask “What does your company do?” If you are not familiar with the organization, look at their materials first

• Make eye contact

• Be enthusiastic, interested, ask questions that demonstrate familiarity with the employer, and interest in assessing whether you are a good fit for each other

• Submit your resume to the organizations that interest you

• Get contact information for employer representatives: business cards are good, or ask for name, title, phone number, email address

• You may meet these representatives again; think in terms of making a good first impression and establishing a relationship

After the Fair is Over

• FOLLOW UP - send a resume and cover letter to the employers that interest you.