

HOBART  
AND  
WILLIAM SMITH COLLEGES  
*The SALISBURY CENTER for Career Services*

### **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.