



## Quick Tips: Career Fair Success

### **BASIC TIPS:**

- It's important to be able to pitch yourself, to show your personality to prospective employers, and to make valuable connections with the recruiters you meet at a Career Fair.
- At any Career Fair, remember: first impressions are vital! You will not get penalized for overdressing. It's important to present yourself professionally.
- To prepare for a Career Fair, look up the employers who will be attending to figure out which ones you are interested in talking to. Research these employers/recruiters in advance so you know a bit about each company before you introduce yourself to a company representative at the Career Fair.
- Don't show up to a Career Fair empty-handed. Bring copies of your resume and business cards if you have them to make it easy for a recruiter to follow up with you afterwards.
- It's important to use the information that you receive from employers at a Career Fair to your advantage! Reach out to them afterwards, thank them by email or handwritten note for having a conversation with you at the event, remind them of a key detail that you spoke about to remind them who you are, and let them know you are interested in learning more about their company. This follow up email/note may give you an opportunity to learn about internships or job openings at the company.



## Quick Tips: The Elevator Pitch

### **BASIC TIPS:**

- Introduce yourself. That might seem obvious, but it's an easy detail to forget if you are nervous.
- Explain why you are interested in the job and why you want to work for this particular company.
- Tell the executive why you are qualified and what you can bring to the job. Let the executive know what your college major is, and any special training or internship experience you may have had. You want to show him what value you can bring to the position and the company.
- Prepare a networking script. Summarize your background and your job interests, then practice, practice, practice. You don't want to fumble for the right words. They should come easily and smoothly.
- Make direct eye contact, use a firm handshake and smile. Confidence is extremely important.
- Do your homework. Mention a pertinent fact about the company. For example, if you read a recent interview with the CEO, talk about it.
- Ask questions. Give the executive a chance to give her opinion. For example, ask what she is looking for in a new hire.
- Thank the executive for his time. Politeness is a memorable quality.
- Follow up on your conversation. Ask permission to contact the executive at a later time.
- Keep a copy of your resume and a few business cards with you at all times. When an opportunity arises, you will be ready to hand them out.



## Quick Tips: First Impressions

### **BASIC TIPS:**

- Show up prepared as if you are ready to do the job you want to be hired for.
- Remember the 4 C's of first impressions: confidence, credibility, competency, and correct clothing.
- Be sure to have a strong, firm handshake and look the person you are meeting directly in the eyes.
- Your clothing is part of your first impression, so dress professionally, be well groomed, and make sure you dress appropriately for the type of position you are applying for and the company that you are interviewing with. You can research the company/industry ahead of time so you know what type of interview outfit is suitable.



## Quick Tips: Your INFOmercial

### **BASIC TIPS:**

- This is your time to shine. Your infomercial lets you show who you are and can help you impress an employer.
- Have something brief prepared. Know how you would best communicate who you are in case an opportunity arises to share your infomercial.
- Introduce yourself. Include your name, current status, and biggest achievements.
- Be professional, appropriate, and concise but let your personality shine through.
- Show the employer why they should hire you. Speak about your previous achievements and successes and what specific skills you could bring to the table.
- Include special qualities about yourself that would benefit the organization.