



Job Fair Tips

BRADLEY
UNIVERSITY

networks for success
SMITH CAREER CENTER

Opportunity . . .

- Meet organizations from a variety of industries with multiple needs
- Discuss full-time, Internship, and co-op opportunities

Plan ahead

- Review the roster of employers by visiting:
 - <http://explore.bradley.edu/scc/>
 - search by major
 - access floor plans
- Determine who you want to visit (*keep an open mind!*)
- Use eRecruiting to find descriptions
- What criteria will you use?
 - Reputation?
 - Types of opportunities?
 - Products or services?
 - Location?
- Visit employer sites, research, and complete online applications

Career Goals, etc.

- Be prepared to discuss your career goals -- your major doesn't say enough!
- Enhance your goals by discussing
 - Previous work/internship experience
 - Skills you have developed
 - computer, customer service, speaking, writing, etc.
 - Accomplishments
 - Senior/class projects, memberships/leadership roles, etc.

What to expect at the Fair

- Bring your student ID and check in at the registration table!
- A nametag with name, major, and year in school will be printed for you
- Pick up and review handouts
- Develop a “plan of attack” -- hit your top prospects early and visit with others, too!
- Visit tables individually, not as a group
- Employers bring giveaways so get a bag!

What to expect at the Fair

- Large numbers of people, especially at the start of the event
 - Approximately 1,000 students will attend the major events!
 - Sometimes employers will bring alumni and many reps
- Lines
 - Watch and learn while you're waiting
 - Be prepared -- have your resume ready
 - Look for other employers (shorter waits)

First Impressions . . .

- Wardrobe
 - Dress for Success (*business attire is HIGHLY encouraged and is expected*)
 - Think comfort and style
 - Wear comfortable shoes (standing a lot!)
- Grooming
 - Appearance helps to make a good first impression
 - Hair, nails, shoes shined, clothing is clean

First Impressions . . .

Do:

- Treat each employer like they are the first you've met today!
- Have your resume ready (don't dig around for it)
- Listen to the questions asked by the recruiter
- Have one or two questions to ask the recruiter (use your research)
- Speak up! The room gets pretty loud

First Impressions . . .

Don't:

- ❌ Say “I’m a people person: I like working with people” (*too common, sounds a bit fake*)
- ❌ Have a limp, “dead fish” handshake
- ❌ Use “um”, “like”, “y’know”
- ❌ Chew gum (*have fresh breath though*)
- ❌ Ask questions about salary (*this is not the time*)
- ❌ Talk poorly about others (companies, recruiters, faculty, other students, etc.)
- ❌ Say “Oh, you’re just the recruiter?”

Creating your Job Fair “Infomercial”

Introduction

- Name, major, interest area or
- Graduation date, degree level
- Direction/department of interest or
- Discuss opportunities related to major/interests
- Introduce info you learned from your research

Creating your Job Fair “Infomercial”

What you have to offer

- Internship experiences, summer jobs, projects
- Contributions you think you can make to the organization (because of courses or past projects)
- Leadership/management skills (because of activity within organizations, jobs, etc.)

Creating your Job Fair “Infomercial”

Even if your part-time job wasn't related to your job goal...

- What did you learn that you could bring to the organization
 - customer service skills
 - keeping organized
 - time management
- Mention that you worked “X” hours during school and paid “Y” amount for room and housing costs.

Creating your Job Fair “Infomercial”

Questions for the employer rep

- “I want to learn more about _____ (entry-level positions, internships, etc.); what are the most important skills that you look for in new college grads?”
- “The opportunities you are offering sound like a great match for my interests / ambitions -- how should I pursue employment in your organization?”

Employer expectations at Job Fairs

What you should provide

– Resumes

- Do your research!
- Have a broad objective (tailor for top employers)
- Include Overall and Major GPA
- One page
- Bring PLENTY! HOWEVER...
- Don't get discouraged if an employer cannot accept your resume – they will ask for online applications

– Enthusiasm

Follow up

Candidate:

- Send a cover letter / thank you note
- Phone or e-mail
- Complete any application materials

Employer

- May invite you to an interview for the following day or later in the semester
- Anticipate contact in 2 to 4 weeks

Finally . . .

Remember . . .

- Be POSITIVE!
- Smile!
- Have a FIRM handshake!
- Ask questions of employers, fellow students, and Smith Career Center staff!
- Follow through after the event!



Questions, Answers, Comments, Insights, and Observations

Thank you