Job Fair Tips
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