**Making the Most of a Job Fair**

**How to Prepare**

* Find out which companies will be attending and research them to determine if they are of interest to you​
* Be Realistic!Due to the amount of preparation necessary, be realistic about the number of companies you plan to target​
* Determine your goals and the skills you want to market​
* Think about how your skills, knowledge and experience fit the company’s needs​
* Create targeted resumes for specific companies/positions of interest, ensure the reader is receiving the most relevant information about you​
* Consider taking supporting documents such as​
  + Professional portfolio ​
  + Reference letters​
  + Copies of your transcripts, certificates, or licences​
* Practice your handshake and your 30 second elevator statement​
* Compose intelligent, well-informed questions that you want to ask prospective employers​

**First impressions matter!!**​

**Dress professionally as if going to a job interview!**​

**Be Strategic**

* When available pick up a floor map to help plan the companies you want to target​
* You may want to speak to representatives from companies you are really interested in after you have practiced and warmed up with some other companies first​

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**Be Organized**

* Have copies of your resume to give to employers upon their request​
* Take a folder to collect handouts and business cards for follow up after the event​
* Take a calendar in case an employer wants to schedule an interview​
* Take pen & paper, or an electronic organizer (cell phone)​

**Job Fair Etiquette**

* Visit the booths alone, you will appear more confident and be better able to focus and market yourself more effectively.
* **Things Not To Do…​**
  + Avoid arriving the last ½ hour of the fair (Employers are tired and many just want to go home​
  + Do not take promotional material without first being asked to do so by employers​
  + Do not ask generic questions such as “So, tell me about your company?”​
  + Do not directly ask for a job​
  + Do not monopolize employers' time. Keep the time you talk to an employer down to 10 minutes unless they invite you to continue the conversation, remember others are waiting to talk to the employers too!!​

**How to Interact**

* Communicate effectively to let the employer know they have your full attention
* Make eye contact, smile and be aware of your body language​
* Listen attentively (remember it could be noisy) ​

**30 Second Elevator Statement**

* Provides a quick way of sharing information about yourself​
  + Include:​
    - Relevant information about you​
    - Why the position interests you​
    - Why you’re a good fit for the position/organization​

**Ask Intelligent Questions**

**Examples:**

* I read online that you have a management trainee program. Could you tell me more about it?​
* Tell me more about your products and/or services.  Who are your customers?​
* How many people are employed within your company?​
* What qualifications or experience are you seeking for your future employees?​
* What is the hiring process of your company?​

**What to do at the End of the Conversation**

* It is important to relate what you have learned from the employer to what you have to offer the company​
  + Example:​
    - “Thanks for sharing the information.  I believe I would be a good fit for your position because…”​
* Make sure you offer the employer your resume​
* Ask what the next step is in the hiring process​
* Ask for the employers' business card​
* After leaving the booth take a few minutes to write down pertinent information on the back of the employers' business card before moving on​

**Follow Up**

* 24-48 hours after attending make sure to send a thank-you email to the person you were talking to​
* Make sure you re-state your skills and qualifications​
* Re-state your interest in the company​