

# CAREER FAIR

## guide

*Review these tips to optimize your next career fair:*



### Research potential employers

Take the time to review the websites of employers who will be present at the career fair. This will help you identify which employers to target, and how to market yourself to their recruiters.



### Bring copies of your resume

Bring at least two copies of your resume for each employer you are interested in, plus some extras. If you have multiple job interests, be sure to bring enough copies of each version of your resume.



### Dress for success

Conservative business attire is important to present a professional image and strong first impression. A suit is recommended for career fairs and interviews. It is better to be overdressed than under-dressed. If you do not have a suit, dark pants or a knee-length skirt are preferred, paired with a formal shirt and, for men, a tie.



### Have a strategy

Prior to the career fair, you have completed the first step of researching attending employers. Upon arrival, the second step is to check if any additional employers have joined the fair. The third step is to survey the layout of the fair to determine an order of interviewing. Some experts suggest meeting with your top choices first thing in the morning, then interviewing with your other choices in the middle of the day, and returning to your top selections again at the end of the day to thank them for their time. However, remember to stay flexible, as your top choices may be the top choices of many, creating long lines that you may wish to avoid.



### Market Yourself

You may only have two to five minutes to make an impression, so make the most of your time! Before you arrive, ask yourself: *What are the 3 key benefits I can offer to employers?* For example, N.Y. state certifications, patient care experience, multilingual skills, and U.S. internships. Practice introducing yourself with these benefits in mind.



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### Show your interview skills

There are three keys to all interviews: make eye contact, offer a firm handshake, and show enthusiasm. If any of these actions feel uncomfortable, practice with friends or family. You should also prepare answers to interview questions just as you would for any employment interview. The most common question you will hear will be some version of *"What are you here for today?"* This is a great opportunity to show that you have done your research about the employer and the jobs available. Prepare some questions for the employer representatives as well. A good concluding question to ask is *"What can I do to obtain a second interview?"* Finally, be sure to avoid bad habits, such as fidgeting, using filler sounds, or chewing gum.



### Network

Career fairs are all about networking. Of course, you are building a network with the recruiters - this is your most vital task. However, you can also network with your fellow job seekers through sharing information about job leads, companies, and recruiting strategies and styles.



### Follow up

You would be surprised by how infrequently candidates actually take the time to follow-up after their career fair interviews. Therefore, when you do follow up, you will gain an edge over the many others who do not. Some experts suggest calling the recruiter the evening of the fair and to leave a voicemail message thanking them again for their time that day. A more concrete and traditional method is to send a thank you email. In the email, you can thank the recruiter for their time, restate your enthusiasm and qualifications for the position, reiterate your interest in a second interview, and attach a copy of your resume.

