

HOW to PREPARE for a Career & Internship Fair

Showing up at any Career Fair un-prepared will not be an effective way to find a job or internship opportunity! The employers there WILL expect you to act and look professional, and they expect you will have researched their company! You MUST have a resume' (attend a resume' workshop)!

- **ONLINE RESOURCES FOR YOU:**

- go to www.mayvillestate.edu/careers >
- click "Job Search Tools", then "How to Work a Career Fair". Review the links here and watch the short videos
- **Videos** – first, watch the "Career Fair Success" video.
Also watch these:
 - **Interview Dress for (Men or Women)**
 - **The Interview**
 - **Informational Interview**
 - **Follow Up with Employer**
- Also click the CareerSpots tab for more videos
 - **Your INFOmercial**
 - **What Recruiters Look for**

DO . . .

Bring:

- Plastic or leather portfolio w/writing pad and pen
- Resumes in that portfolio
- Money for parking, food, etc
- Your best SMILE and ATTITUDE!

PREPARE

- Know what you are looking for
 - Internship or fulltime; just gathering information or seeking a job interview
- **Research . . . research . . . research the employers that will be attending**
 - **Use the Career Fair website and follow employer links**
- **Develop a "priority" list of the employers you will want to contact**
 - For example, you may have a list of your "top ten" prospects, along with your top 5, and maybe top 3. This list will make your time at the Fair extremely efficient!
- Prepare questions you want to ask each employer
 - Employers WILL expect that you have researched their company, so your questions should not just "regurgitate" what you found on their website
- Make sure your resume looks professional!
 - It's ok (and may be a real plus) to "customize" your resume for a couple of your "hot prospects", otherwise it is also ok to have a somewhat generic resume
 - Customized or not, your resume objective needs to give the employers some idea of what type of position you are seeking ("a summer internship related to marketing")
- Plan on what your "professional dress" will be
- Plan on arriving ON TIME!! The savvy student will be at the Fair when it opens (think about it . . . you could be the first student they see, and if you make a great impression, you have "set the bar" and they will compare all students all day with YOU!)
- ARRIVAL: check in at registration table; pick up map/employer list; map out your plan

DO . . .

COMMUNICATE

- Develop a one-minute (or less) “commercial” that will be your opening statement to each employer (customized, of course for each employer)
- PRACTICE your commercial!
- PRACTICE your firm handshake and SMILE!
- Remember . . . the NUMBER ONE skill ALL employers always look for in a candidate is COMMUNICATION SKILLS!

FOLLOW UP

- Get the employer/recruiter’s business card or at least the appropriate contact information
- Ask the recruiter what the recommended follow-up should be
- Consider e-mailing or mailing a brief thank you within a few days

DON’T . . .

- Don’t cruise the booths with a group of friends. Always approaching an employer as a group sends the message that none of you are confident of yourself or your skills
- Don’t spend most of your time picking up freebies and give-aways. After you have met with your priority list of employers, and don’t have additional employers to talk to, then it will be ok to gather up some more of the goodies. Remember, though, always ask yourself WWaPD (What Would a Professional Do)?
- Don’t carry a briefcase or backpack into the Fair. KEEP IT SIMPLE! Purchase an inexpensive leather or plastic ‘portfolio’ that has a pad of paper in it. Use it to hold your resumes and to take notes. Make sure you have a good pen with it!
- Don’t dress like you are going to a football game! DRESS PROFESSIONALLY!
- Don’t plan on just winging it with each employer. PREPARE through research, and PREPARE your 1 minute commercial.
- Don’t wait until the last hour of the Fair to show up! By that time, employers are tired, and just want to get packed up to catch their flight. BE SMART . . . always arrive at the start of the Fair!!!
- Don’t ignore the list of employers and the map of the Fair that you will be given when you arrive. Use the list and the map to “make your plan”!