

Tips for Career/Job Fairs and Expos

Plan to wear a professional outfit - first impressions are critical and lasting

- ▶ Do not wear jeans, t-shirts, wrinkled clothes, sneakers or hats.
- ▶ Employers strongly discourage mini skirts, tank/halter/sleeveless tops, low cut or tight fitting shirts, facial or tongue piercings, and visible tattoos.
- ▶ Women - wear a suit, pants suit, blazer with skirt or dress, conservative color, no heavy jewelry or perfume.
- ▶ Men - wear a suit, jacket & tie with slacks, conservative color, no heavy cologne or after-shave.

Prepare plenty of copies of your resume - more than you think you'll need

- ▶ Have an attractive resume on good quality paper, using bold, underline, and bullets; we strongly suggest white or other neutral-color paper.
- ▶ Check carefully for typos, spelling and grammar errors.
- ▶ Have it critiqued at Career Services.
- ▶ Keep them in a folder or portfolio at the event. Do not bring them to the career day on a disk.
- ▶ Prepare a scannable resume free of special effects so it can be scanned into the employer's applicant tracking system for online screening. Bring both types of resumes to the career day.
- ▶ Some employers may also ask you to submit your resume through their company website for their specific type of applicant tracking system. This is a growing trend and a few employers no longer accept paper resumes in person.

Familiarize yourself with the employers

- ▶ **Research, research, research** – Review the list of participating employers.
- ▶ Decide which employers you want to speak with and prioritize them.

Market yourself

- ▶ Develop an introduction to use when meeting employers at career days and other networking events.

At the Career Day

Come early in the day - employers are at their peak and there is less competition

- ▶ Bring a pen, folder or portfolio for your resumes, and perhaps a pad of paper.
- ▶ Carry as little as possible (no coats or backpacks, etc.)
- ▶ Turn off cell phones in the employer areas.

Approach employer representatives with confidence

- ▶ Introduce yourself, make good eye contact, and offer a firm handshake.
- ▶ Give the recruiter your resume and tell him/her about yourself and your career interests.
- ▶ Ask questions about job openings/descriptions, the organization, application procedures, etc.
- ▶ Collect business cards and employer literature.

Speak with as many employers as possible

- ▶ Visit your top choices first. Avoid standing in a long line to speak with one recruiter when you could talk with 3 or 4 others in the same time period.

After the Career Day

Send a thank you letter or email message

- ▶ Thank employers for their time at the career day. Restate your interest to those employers in which you are particularly interested.
- ▶ Include a copy of your resume. Since most candidates will not follow up with employers after the career day, this will make you stand out.