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# Making the Most of a Job Fair

**Career Connection**

**2<sup>nd</sup> floor Younkin Success Center**

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**[www.careerconnection.osu.edu](http://www.careerconnection.osu.edu)**

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## Agenda for today...

- To learn what you can gain from a job fair
  - To understand what to do before, during, and after the fair
  - To get knowledge about what to say to employers and what questions to ask
  - To become skilled at how to manage your job fair jitters
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# What do you want to get out of the Job Fair?

- ❑ Opportunity to establish contacts and build a job search network
  - ❑ Explore opportunities available in your field
  - ❑ Gather information about companies
  - ❑ Opportunity to submit your resume and/or arrange for interviews
  - ❑ Find a job or internships 😊
  - ❑ Meet with new less familiar organizations
  - ❑ Look around
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# How do I prepare for the Job Fair?

- ❑ Find out what companies and organizations are attending
  - ❑ Research selected employers (e.g. mission statement)
  - ❑ Build a professional resume (two copies per company)
  - ❑ Prepare good questions to ask
  - ❑ Wear conservative professional attire
  - ❑ Have a portfolio or folder in which to carry your resume and other materials collected at the fair
  - ❑ Have a notebook or planner to write down upcoming interviews or information sessions
  - ❑ Bring a good pen
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# Prepare your “Two-Minute Commercial”

You will need to introduce yourself

- Demonstrate that you know something about the organization
  - Express why you are interested in that organization or company
  - Be able to relate your background and skills to what you know about the employer’s needs
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## So... what do I say?

- “Good morning, my name is \_\_\_\_\_ and am a \_\_\_\_\_ major. My understanding is that your company is \_\_\_\_\_. I am very interested in \_\_\_\_\_. As you can see in my enclosed resume I can offer you my \_\_\_\_\_ that will make us be a good fit.”
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# What questions can I ask? (Samples)

- ❑ What career opportunities are available in your organization?
  - ❑ What opportunities do you have for “x” majors?
  - ❑ What key skills /experiences are highly desirable?
  - ❑ What do you look for in candidates?
  - ❑ What type of training is available?
  
  - ❑ **DO NOT ASK ABOUT SALARY, BENEFITS, AND/OR SAY THAT YOU NEED A JOB TO STAY IN THE US (if an international student)**
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## What do I do during the Fair?

- ❑ Arrive early when recruiters are fresh and more attentive
  - ❑ Be patient and anticipate crowds and lines
  - ❑ Keep an open mind and consider companies you are not familiar with
  - ❑ Scan employers handouts, instead of just getting in line, approach the table from beside to pick up materials to review
  - ❑ Step back far enough to be able to listen to and observe recruiters speaking to other students
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## What do I do during the Job Fair (cont)?

- ❑ Introduce yourself with a smile and handshake, launch into your two-minute commercial, ask questions
  - ❑ Avoid taking every free item you see, be courteous and cautious when taking these items, don't play with the "toys"
  - ❑ Get a business card or a contact name from every person you meet, ask how to follow up and when is the best time to do it
  - ❑ Take important notes
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# What do I do after the Fair?

- ❑ Write a thank you note to the representatives you met. You may include another resume
  - ❑ Continue to research the companies that you met at the fair
  - ❑ Complete and return the student survey. Your comments are useful in planning future fairs
  - ❑ Use a variety of job search strategies in addition to job fairs to round out your job search
  - ❑ Work with your Career Services office. They can be of great assistance in planning your career and job search.
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## How do I build Confidence?

- Preparation by researching the organization and it's needs
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Formulation and practice of your two minute commercial
- +  
Knowledge of yourself and what you want

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= CONFIDENT APPROACH

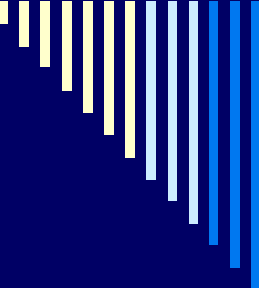
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# How do I manage the jitters?

- **Fear of the unknown**, you need to recognize that an interview is centered on the subject you know the best: **YOURSELF**
  - **Fear of losing**, take a chance. If you recognize that not getting what you hope for is no disaster you will be much more relaxed
  - **Rejection shock**, you've got to keep your head high and find ways to compensate for the beating your ego will take
  - **Negative self-talk**, replace those thoughts with positive statements to build yourself up (e.g. "A little nervousness is to be expected, I have worked hard and will do my best")
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Good luck and make the  
most of the Job Fair! 😊

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