PREPARING FOR SUCCESS AT A CAREER FAIR
Topics for Today

- What to do before the fair
- What to do during the fair
- What to do after the fair
- Career Center resources
Learning Outcomes

As a result of today’s workshop, students will be able to:

- Describe the actions one should take before, during & after a career fair in order to be effective and successful

- Identify items (such as resumes, prepared questions, company research, etc.) that one should bring to a career fair

- Understand the importance of appearance and style with regard to making first impressions

- Employ research tools to investigate potential employers of interest
Preparing for Success at a Career Fair

BEFORE THE FAIR
Know Your Goal

- Understand your reason for attending the fair. Are you:
  - looking for full-time, part-time, internship, co-op?
  - exploring career opportunities?
  - investigating companies?
  - practicing networking skills?
  - other reasons?
Determine Which Career Fields Are Right for You

- Speak with a Career Center on-call counselor
- Review books, videos, and other resources in the Career Center library, as well as online
- Take career assessment inventories to help you determine potential career path
Research Career Fields & Job Titles

- Understand more about careers of interest by investigating detailed information

- Become familiar with career information found in the Career Center library and online (an on-call counselor can help you)
Research Employers Attending the Fair

- Review list of employers attending the fair via JobMate (accessible from www.sc.edu/career)
- Visit employer web sites and use employer research sites found on the Career Center’s web resources page
- Use Company/Organization Information tip sheet to organize your research
- Narrow and prioritize number of employers to whom you will focus your attention
Prepare to Make a Good Impression

- Have a well-written, critiqued resume – bring 20+ copies
- Develop a list of questions for employers based on research
- Prepare to speak a “skills” language
- Know how to express your qualifications and goals
- Know how to express what you are looking for and what you want
- Prepare a Career Fair Employer Log to use for note-taking during the fair

Before the Fair
# Prepare to Make a Good Impression

<table>
<thead>
<tr>
<th>Company</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruiter Name</td>
<td></td>
</tr>
<tr>
<td>Is there an active position</td>
<td>☐ Yes ☐ No</td>
</tr>
<tr>
<td>Skills Required</td>
<td></td>
</tr>
<tr>
<td>Will this company be back on campus for OCR? (When)</td>
<td></td>
</tr>
<tr>
<td>Did I leave a resume</td>
<td>☐ Yes ☐ No</td>
</tr>
<tr>
<td>Did I get a Business Card</td>
<td>☐ Yes ☐ No</td>
</tr>
<tr>
<td>Did I send a thank you note (Date)</td>
<td></td>
</tr>
</tbody>
</table>

Before the Fair
Anticipate Problems

- Be prepared for potential bad weather

- Consider travel time/parking and allow ample time for delays

- Consider other possible issues:
  - spill something on clothes
  - tear pantyhose
  - bad breath
  - etc.
Preparing for Success at a Career Fair

DURING THE FAIR
Make a Good Impression

- Arrive early and give yourself enough time to not rush through the fair
- Dress and act professionally
- Establish rapport with the recruiters
- Remember your body language
- LISTEN to the recruiter
- Don’t ramble
- Ask at least two intelligent questions of each organization

During the Fair
Make the Fair Easier for You

- Network with other students
- Stop by the Career Center table first
- Wear comfortable shoes (appropriate)
- Speak clearly and keep an open mind when talking with recruiters
- If provided, wear a nametag
- Carry 20+ resumes in a folder along with a pen and note pad
- Gather literature but don’t be a freebies hog
- Request business cards and take organized notes

During the Fair
Prepare for Companies Who Want You to Apply Online

- Don’t be discouraged!
- Don’t underestimate the value of face-to-face interaction
- Use *keywords* on your resume; a computer often does pre-screening

During the Fair
Ask questions that show you are interested:

- Is it possible to apply for specific positions, or is it a general application process?
- What happens after I click “send”?
- Who reviews my application and how?
- What format of resume will work best for your system?
- When and how should I follow up?
Preparing for Success at a Career Fair

AFTER THE FAIR
Be Patient and Get Organized

- Don’t expect an immediate response
- Organize notes, company literature, and business cards gathered at the fair
- Use notes and organize/prioritize contact information
Follow-Up

- Search JobMate database to determine which employers will be interviewing on campus following the fair

- Review Career Center library materials on writing thank you and follow-up letters – also about speaking with employers on the phone

- Mail thank you cover letter and resume to selected employers as soon as possible

- Follow-up with a phone call approximately 2 weeks later

After the Fair
Other Career Fair Resources

- **Career Center “Web Resources”**
  - Click on “Career Fairs” & then “Career Fairs Advice – JobWeb”
  - Click on “Employer Research”

- **JobMate database**
  - Click on “JobFairs and Events” to see who is coming

- Career Center On-Call Counseling
  - Monday-Friday; 1:00pm-4:00pm (Main Center)
  - 8:30am-5pm (Swearingen Office)
  - Speak to a counselor for 10 minutes *without* an appointment (resume critiques, questions)

- Career Center Library
  - Monday-Friday; 8:30am-5:00pm
  - Get employer research help
Any Questions?

Thanks for your attention.