



# CAREER FAIRS

What it is, how to prepare, and how to make the most of a career fair.



## OVERVIEW

### What is a career fair?

A career fair, also known as job fair, or internship fair, is an event in which employers give information to potential employees about their current or upcoming job and internship opportunities. They're typically hosted for students and job seekers looking for career related opportunities, and for employers to recruit potential employees.

### Benefits of attending a career fair

- Networking opportunity - it's a great way to meet professionals in the industries you're interested in
- Gain information about the employer and their hiring process
- Access to multiple employers at once
- Increase self-confidence
- Professional exposure
- Land an interview for an opportunity (e.g. internship, job, etc.)

## BEFORE

### What to expect

Though each career fair is different, usually you can expect the following:

- Room with rows of tables staffed with recruiters and company representatives
- You will have to approach the employers
- Be prepared to speak with them for 2-5 minutes minimum
- It's usually loud
- You may need to wait in line to speak with an employer

### What to research

- Company history, mission, values, vision
- Product or service provided
- Industry
- Size and location(s)
- Latest news, events, announcements

### How to prepare

When you have time to prepare, we suggest doing the following:

- Practice your elevator pitch
- Update and bring 5-10 copies of your resume
- Update your LinkedIn
- Make a game plan - seek out list of companies that will be present, figure out which you want to prioritize
- Research the companies you're most interested in via their website or LinkedIn
- Plan what you're going to wear - if the dress code isn't included in the description, dress business casual
- Prepare questions to ask
- Prepare to answer interview-like questions

## DURING

### The Basics

1. Obtain a map + determine location of target companies
2. Be assertive by approaching recruiters, extending your hand and introducing yourself
3. Recite your elevator pitch
4. Describe your interest and how you'd be a good fit at the organization or company + ask your questions
5. Provide employer with a copy of your resume and/or gather the person's business card or write down their contact info
6. Thank recruiter for their time

### Tips

- Visit tables alone; don't trail a friend or approach companies in a large group
- Pay attention, practice active listening and be respectful when others are speaking
- Always ask for recruiter's contact info
- Make eye contact
- Put phone away

## AFTER

### Follow up

- Send a "networking" thank you note within 24 hours of having the conversation either via LinkedIn or email
- Connect with people you met on LinkedIn
- Follow-up with leads if haven't heard from them within 2 weeks

### Use checklist to write "networking" thank you via email or LinkedIn:

- Message is concise, and to the point
- Is personalized, addressing the specific person and referencing something from the conversation
- Expresses gratitude for their time and info
- Sent within 24 hours after the conversation
- Check for grammar, spelling, and typos
- Avoids informal language

## EXAMPLE QUESTIONS

*Remember, it's important to ask thoughtful questions specific to you and your curiosities, preferably ones you can't find online*

### Specific Role

- What does a typical day for [job title] look like?
- What skills or characteristics does [Company] typically look for when hiring for [job title]?
- I noticed you currently don't have any [type of job] positions open currently. What kind of opportunities do you foresee in the future?

### Hiring Process

- What does the hiring process and typical timeline for entry level / internship roles look like?
- Can you tell me a bit about the different stages in the hiring process for entry level / internship positions?

### Culture & Their Experience

- Diversity and belonging is really important to me. How does [Company] support different identities?
- What infrastructure is in place to support employee's feeling that they belong?
- What do you like most about [Company]?
- What do you think makes [Company] different from others in your industry?

### Growth & Development

- What does growth and development look like at [Company]?
- How does [Company] support its employees as they look to grow their skills and responsibilities?
- How does [Company] work to upskill and reskill its employees?
- Is it typically for interns to be offered full time roles in the future?

### Staying in Touch

- What's the best way for me to follow up with you?
- What's the best way to stay in touch with you?