

Tips for Job Fair Attendees

Attending Career Fairs can be a stressful situation if you are not prepared. Below you will find essential tips to preparing to attend a Career/Internship Fair, leading to a smooth day for both you and the employer.

BEFORE THE FAIR:

- Review the companies attending and their positions on PioneerJobs at www.csueastbay.edu/aace
 - Visit company websites to study who they are, what they do, and what their expectations are for appropriate dress
 - Tailor your resume to specific companies or positions
 - Develop and practice your 30-second commercial and your firm handshake (see *Guide-to-Go on 30-Second Commercial*)
 - Make a list of companies that you want to speak to and rank them in order of top interest.
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DURING THE FAIR:

- **Dress like you mean business**, your attire should reflect your professionalism. See Professional Dress in our Guides-to- Go as well as these videos for ideas: Women (<http://video.about.com/fashion/Women-s-Business-Wardrobe.htm>); Men (<http://video.about.com/mensfashion/Men-s-Business-Wardrobe.htm>)
 - **Start with companies that you have a general interest** in to practice introducing yourself and interacting with the employer representatives, then move on to your first choice companies.
 - **Greet company representatives** with a smile and firm handshake. Sell yourself, using a 30-second commercial.
 - **Listen to the company representative**. He/she may say something that will generate questions for you, or provide you an opportunity to highlight additional skills. Focus on the job(s) in which you are interested. If you are waiting in line, listen to what the rep is saying to other students or the questions the representative is asking. This may answer some of your questions, and will also help you prepare for your turn.
 - **Be respectful of other students waiting** to talk to the representative. Be alert to nonverbal cues that the representative is ready to end your conversation.
 - **Get company literature** - company literature could be helpful later, especially if you are selected for an interview.
 - **Get their business card** - You'll need this for your follow up. If they are not providing cards, note the name of the person with whom you speak (they usually wear a name tag at job fairs).
 - **Write notes after each company contact** - information about vacancies, company philosophy, hiring process, contact names, or anything you observed during your conversation that might be helpful later.
 - **Keep a positive attitude** - Stay enthusiastic and positive during the course of the day. Remember to keep smiling!
 - **Know what not to ask**. Do not ask questions about information you can find on their or the AACE website. Never ask a company what they do or what positions are available - this information is available on the AACE website and in the job fair program.
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AFTER THE FAIR:

- **Send a thank you note within 24 hours** to the company representatives you are interested in interviewing with. Make your communication short but powerful. Remind them who you are and in what position(s) you are interested. Request an interview. Include a more targeted resume if appropriate.
- **Follow up** - If you haven't heard from the company within the time you were told interviews would be scheduled, follow up by sending/emailing another copy of your resume with a cover letter to the representative, remind them who you are, what position you are interested in, and why you're perfect for that position. If you forgot to ask about their interviewing/hiring timeline, two weeks is usually an appropriate follow-up time. Follow-up with a phone call 4-5 days after your written communication if you still have not heard from the company.