

A career fair is a great way to network and look for a job or internship. Even if you are not looking for a position, it is still a great opportunity to find out more about available positions and practice your interview and professional communication skills. This is also a great place to perfect your 30 second commercial.



- **Know Why You are Participating in a Career Fair**
  - Start building a network
  - Practice professionalism and communication
  - Learn about potential employers
  - Secure a job interview or internship
  - Land a job
- **Prepare by Researching Companies**
  - Company mission, location, size, culture
  - Reputation (locally, within industry, globally)
  - Trends and trajectories
    - Profits/losses
    - In the news
    - Product line/diversity
  - Competitors
- **Anticipate Questions from Employers**
  - Tell me about yourself.
  - Tell me about your work experience.
  - Why did you select your major?
  - What interests you about our organization?
  - Why do you think you will be successful in this field?
  - What are your short and long-term goals?
- **Be Ready to Ask Questions of Employers**
  - Why do you enjoy working for this company?
  - What attracted you to this organization?
  - What would you consider to be the organization's strengths and weaknesses?
  - Do you hire interns?
  - What qualities are you looking for in an intern/employee?
  - What's new and exciting at your company?
- **Dress For Success**
  - Make sure your hair is well groomed and neat
  - Don't overdue the perfume, makeup, or aftershave
  - Limit your jewelry
  - Make sure you try your outfit on before the day of the fair
  - Bring a padfolio, notepad, and pen
  - It is better to be overdressed than underdressed
  - Don't wear anything too tight or too loose
  - Wear comfortable professional looking shoes

## > What to Do Before

### > REFLECT

> Think about your career goals

### > RESEARCH

> Learn about organizations

### > RESUME

> Make it market ready

> Have PLENTY of copies with you

### > READY

> List of companies

> Dress professionally

> 30 second commercial

> Get rest

## The Day of the Fair “Don’ts”

> Don't cruise the booths with a group of friends

> Don't dress sloppy

> Don't “wing it” with employers

> Don't come during the last half hour

> Don't just pick up the “giveaways” and promotional items from booths/exhibits