

## CAREER FAIR PREPARATION

### Why Employers Attend Career Fairs?

- To attract top candidates
- To improve applicant pool
- To identify potential applicants to fill jobs
- To increase students' awareness of the company

### Preparation:

- Get a list of the companies attending the fair
- Research and prepare a list of questions for each of the company representatives you are interested in speaking with
- Clarify your goals – be specific
- Decide who you are going to speak with and in what order

### What to Bring:

- Resumes (multiple copies)
- Transcripts – some companies request them (especially if your grades are borderline)
- Your verbal “one minute commercial”
  - introduce yourself
  - demonstrate knowledge of company
  - express interest
  - what do you have to offer

### Essential Components:

- Strong verbal and non-verbal communication skills
- Enthusiasm and interest; be proactive, confident and assured
- Ask good questions
- Dress professionally
- Use easy-access, attractive brief cases or folders for resumes/transcripts
- Avoid salary/benefit questions at this early stage
- Avoid distracting mannerisms
- Don't let the crowded, noisy atmosphere get to you
- Don't wander about aimlessly
- Talk to companies that are less popular as well
- If they know little about Clarkson, then don't get discouraged – sell the school and you at the same time

### Follow Up:

- Get a business card from each representative
- Ask their proper procedure for follow-up
- Get appropriate contacts and phone numbers
- Ask how soon you will hear