How to Work a Career Fair

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Agenda

- What is the goal of a Career Fair
- How to prepare for a career fair
  - Before the fair (Preparation)
  - During the fair (Execution)
  - After the fair (Follow-up)
- Resume Party
- Questions
What is a Career Fair

A Career Fair is:

- A giant networking event
- Opportunity to connect w/employers face to face and exchange information
- Introduce yourself and make a good impression
- Make contacts to follow-up with when job-searching
- NOT an event where students get job offers
Before the Fair (Preparation)

- Clarify your goals
- Research Employers
- Develop your résumé
- Prepare a 60 second commercial
Clarify Goals
(What do you want to get out of the fair)

- Practicum Opportunity/Job/Volunteer Opportunity
- Learn about employers that hire your major
- Network with potential employers to contact later
- Distribute your résumé to prospective employers for jobs or internships/practicum opportunities
Research Employers

- Obtain a list of employers attending prior to the fair-
- View employer websites
  - See what open positions are available
  - Inquire about positions of interest
  - Think about why you're interested and how you might connect your background to their needs
  - Give the employer an idea of where you might fit into the organization
  - Highlight the floor plan to know exactly where you're going
Develop your Résumé

- Have plenty of resumes available
  - Cover letter not needed
- Make sure your résumé is concise, error-free and graphically pleasing.
- Have some targeted resumes for those employers your most interested in
  - Ex) Resume with objective statement
    - Seeking a position at the Ohio Department of Health in Ohio Childhood Lead Poisoning Unit
- Make an appointment with me to assist with résumé development
Prepare your Elevator Speech

- What is an elevator speech
  - A professional, enthusiastic, and comprehensive introduction of yourself
    - Name, major, year
    - Why you are interested in the organization or what public health interest do you have that’s related to the organization......
      - Childhood obesity
      - Maternal Child-Health
    - State your goals...
    - Share your background as it relates to the organization or position
1. Take 5 minutes and think about and develop your elevator speech or short commercial to introduce yourself to employers…

- Name
- Year in School
- Major & Specialization
- Area of interest
- Background and skills and they relate to the organization and its opportunities

- FIRM HAND SHAKE TO GO WITH THE ELEVATOR SPEECH
That includes:

- What you are there to accomplish
- A priority list of companies
- An outline of your elevator speech
During the Fair (Execution)

- Dress to impress
- Strategize
- Speaking with employers
- General Notes
What you should wear
• A two piece suit in navy or black, or Slacks and a button down shirt
• A tie in a simple pattern that matches the colors of the suit
• A button down solid color dress shirt cleaned and pressed
• Polished shoes in a dark color, dark colored socks
  • No run down heels
• No earrings (if you normally wear one take it out)
• Hair should be neatly groomed
• Cleaned trimmed nails
• Minimal cologne
• Portfolio
What you should wear
• A two piece suit (skirt or pants)
• Black, blue, or gray
• Tailored blouse (I prefer clean crisp white blouse)
• Hose (bring an extra pair)
• Conservative shoes (no open toe shoes)
• No heavy perfume or cologne
• Tasteful jewelry (watch, simple ring, small earrings)
• Cleaned trimmed nails
• **No visible tattoos**

• NEVER, NEVER, NEVER UNDERESTIMATE THE POWER OF YOUR APPEARANCE
Strategize
(Create a Game Plan)

- Get a map of the room to see where the companies that interest you are located
- Create an action plan
- Consider approaching a low priority company to practice commercial
Speaking with Employers

How to approach and end conversations:

- Initiate conversation by using your personal commercial and have a firm handshake
- Smile and speak clearly (show enthusiasm)
- Always end your conversation with a thank-you
- Ask for a business card
You should…

- Make a great first impression
- Inquire about opportunities within the organization that fits your needs
  - Ask about steps you need to take to apply
  - Whom you should contact
  - Discuss the hiring process and what's involved
  - Take a business card
After the Fair (Follow Through)

- Gather all of your business cards that were collected
  - Write individualized thank-you letters (include a resume with each) to those employers that interest you.
  - Follow through on submitting any information you promised to send
  - Maintain contact information (create a spreadsheet/Notebook) useful tool when job searching
General Information

- Have questions prepared
- Respect a recruiters time (do not monopolize the recruiters time)
- Prepare, Prepare, Prepare
Questions

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