Career Fair Strategies

The career fairs and industry forums hosted by the Career Center and Career Management Center represent a great way to network and to increase your professional connections. In addition, you will increase your knowledge about the organization’s culture, position responsibilities, and the hiring process. Review the Career Management Center’s checklist to help you prepare for the next on-campus recruiting event.

Before the Event

☐ Update your resume and print on resume paper. (Tip: invest in a portfolio to hold resumes, employer handouts, and business cards)
☐ Review the list of employers attending through CometCareers and research the employer website(s) to increase your knowledge of products and services and industry news
☐ Ensure your professional attire is ready for use and dress for success
☐ Develop and practice your 30-second introduction (elevator speech). (Tip: review the Career Management Center’s elevator speech handout)
☐ Design and print a business card for distribution. Include your name, major, expected grad date, industry or title of interest, contact information (phone, email), and professional social media profiles (LinkedIn, Blogs, Twitter)

During the Event

☐ Allow ample time (approximately 2 hours) to attend the event
☐ Collect a venue map when you arrive and plan your strategy for navigating the event. (Tip: start with an employer that is not one of your top choices to warm-up)
☐ Maximize your time while waiting in line and listen to the conversations and employer feedback given to other candidates
☐ Utilize the elevator speech to ensure a meaningful and memorable conversation. (Tip: the elevator speech is a conversation starter that clearly articulates who you are and your career interests)
☐ Listen to the employer feedback and take notes regarding employer instructions for following up and submitting applications. (Tip: request a business card from the employer and document the conversation and requested action items on the back of the card)
☐ Be positive, confident, and ask questions based on your research. (Tip: smile when introducing yourself)

After the Event

☐ Email thank you correspondence and follow through on employer requested action items within 48 hours
☐ Update your LinkedIn profile and send invitations to connect. (Tip: compose a value-added invitation referencing the event and your conversation)
☐ Reflect on the experience through a journal. (Tip: document what you did well and where you could improve for the next event)