



Before the Fair

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When you go to the fair, take at least 10 copies of your résumé printed on high-quality paper.

Don't forget to visit the career office for a free résumé critique.

The career office provides résumé critiques for any UMC student.

Plan out a strategy - which employers will you talk to?

Research the Organizations/Companies Attending the Fair

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Check the fair's website or contact the organizers for the list.

Plan to target three to five organizations that truly interest you. Once you've selected organizations to target, research basic information like: the size of the organization, general history, mission, product(s), target market(s), policies, and competitors. This will make it easier for you to talk to (and impress) representatives from these organizations. Employers will expect you to know this information before attending the fair.

Where to find company information

- The company's website and annual report (often available online)
- Public or local business libraries. Try the UMC Business Reference Library.

Prepare a Brief Introduction Speech ("Elevator Speech")

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Practice 1-2 sentences to introduce yourself at the Fair and practice a firm handshake.

- Name
- Class (First year, sophomore, junior, senior)
- Major
- A brief summary of your skills
- Knowledge of the organization/company
- Opportunities you seek
- Relevant experiences (work, internship, volunteer)
- Relevant personal goals

Examples:

"Hi, my name is ____ and I'm a senior studying Global Studies and International Relations. After studying abroad in Spain and interning as a marketing assistant, I'm interested in working with your company as you expand your products internationally."

"Hi, my name is ____ and I'm a junior studying English. I'm looking for an internship that will help me continue to develop my leadership skills, and I'd like to learn what it's like working at a big company. Your internship program sounds like a good fit for me and I'm excited to learn more about it."

Prepare Questions to Ask Company Representatives

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Use the research you conducted to ask thoughtful questions.

Examples:

- I saw on GoldPASS you're looking for a _____. Can you tell me more about this opportunity?
- I went online and filled out your application for the _____ and I am really interested in (employer name). I was wondering what else I might do to get into your organization?
- What are the most important qualities, characteristics or skills you look for in employees?
- Can you describe the company culture?
- Do you have internship or job opportunities for someone in my major, or with my interests?
- May I follow up with you after the fair?



During the Fair

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**Look professional! Dress as you would for a formal interview.*

Research the organizations/companies attending the fair

Visit your top choices last. That way you'll be warmed up and less nervous by the time you talk to them. If you have enough time after that, explore a few other organizations at the fair.

Be confident and professional

- Be responsive to questions
- Listen carefully to learn information relevant to future interactions with the organization
- Don't interrupt recruiters who are talking to others: Read their literature while you wait, or come back when they're less busy
- Don't grab a business card and walk away: Take the time to network, even if the job opening isn't quite what you're looking for
- Refer to your leadership roles or volunteer experiences

Take notes and request business cards

This will be helpful for following up after the fair.

- Take notes about your interactions with employers
 - Use your notes later to mention specific information in thank-you notes and cover letters you send. This will also help the company representative remember you later.
- Be sure to ask for business cards
 - This guarantees you have the correct contact information when following up with a rep
 - If no business card is available, ask to reach out via the contact info on the fair materials

After the Fair

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Follow up with connections

- Send thank-you notes within 24 to 48 hours after the fair
- Refer to the name, date and location of the fair, and any unique points discussed to jog the rep's memory of you
- Reiterate your qualifications and interests in the organization and position(s)
- Proofread and have a friend review your thank-you note
- Include your résumé if you think it's appropriate

Career Fair Don'ts

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- Don't leave your cell phone on as this is irritating to recruiters
- Don't ask about salary or benefits as it's too early in the process
- Don't come to the fair with friends or relatives, and don't send someone else on your behalf
- Don't come to the fair with less than an hour left, you might miss the opportunity to talk with your top choices