



How to Work a
Job Fair

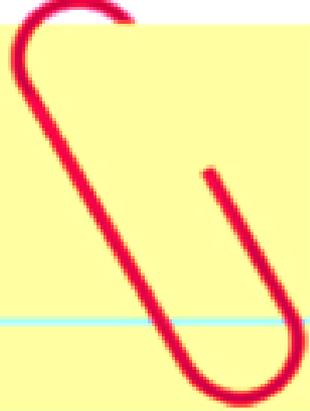
A Job Fair or Career Expo is much like a “mini” job interview. These events allow for an opportunity to meet and make an impression upon a large

number of potential

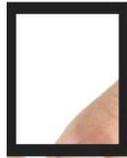
employees. To get the most out of these events, it is best that you prepare for the fair as you would an interview.

Preparation is the key to success!!!





How to Prepare for a Career Fair



Research the list of companies that will be attending the fair.



Prepare your resume and have it professionally reviewed.



Develop your 20 second pitch and practice it.



Prepare an appropriate outfit for the fair.



Get a good night's sleep!



Research a List of Companies

The recruiters of each company are looking for candidates that stand out from the masses. Those candidates that are well informed distinguish themselves and attract the attention of the recruiter. Most career fairs provide a list of companies that are attending. Before you attend a career fair:

1. Review this list.
2. Identify companies that you are interested in working for.
3. Research those companies.



What To Look For



Think about and research the kinds of jobs and companies you would like to pursue, rather than the ones your friends are approaching. Students who know about the history, mission, and outlook of a company always make a good first impression with recruiters. Research companies that are of interest to you by visiting each company website.

Startup Companies

- Do I want to work in a nontraditional setting?
- Do I like solving new problems every day?
- Do I want a role that will evolve as the company grows and expands?
- Am I willing to deal with the risks associated with a new startup company (i.e. job loss, low pay, extended hours)?

Large Corporation

- Am I looking for financial stability with incremental raises and promotions?
- Do I perform best when I'm in a structured environment?
- Am I able to do my work without personal recognition for my accomplishments?



Small Business

- Would I like to work in a close-knit environment that requires collaboration with others?
- Would I enjoy giving my clients more personal attention?
 - Am I ok with not having as many opportunities for raises and promotions due to the limits of a small business?

Nonprofit

- Do I feel passionate about a cause?
- Is making a difference more important to me than making a good salary?
- Do I want to work towards a social or environmental cause to make a change?



Prepare Your Resume and Have It Professionally Reviewed.

Don't go into the game without "state of the art" equipment. You should not go to any career fair without a résumé that has been reviewed by a professional résumé writer at your Career Center on campus.

And you should always bring twice the amount of résumés that you think you may need. Come prepared – recruiters will take notice of that.



Your résumé will be a very important document for you. It can open many doors in the working world, but only if you give it the proper care and attention. Prospective employers use the résumé as a screening device. Your résumé should not be the story of your whole life. It is a **snapshot** of your experience



and skills. Keep it short, simple, and relevant. Unless you have several years of experience, your résumé should be no longer than a page.

Your résumé gives potential employers an impression of you as a person. Your résumé's clarity and structure will dictate how prospective employers view you. A well ordered and

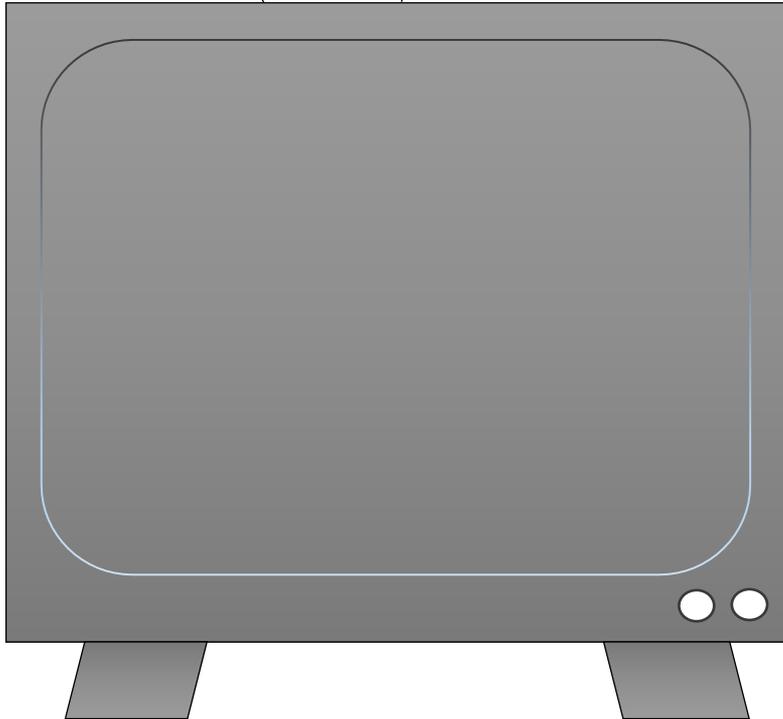
written résumé suggests that you are organized, hard working, and capable of clear decision making.



"Apparently, everything that heavy equipment mechanic works on is big. This is his resume."



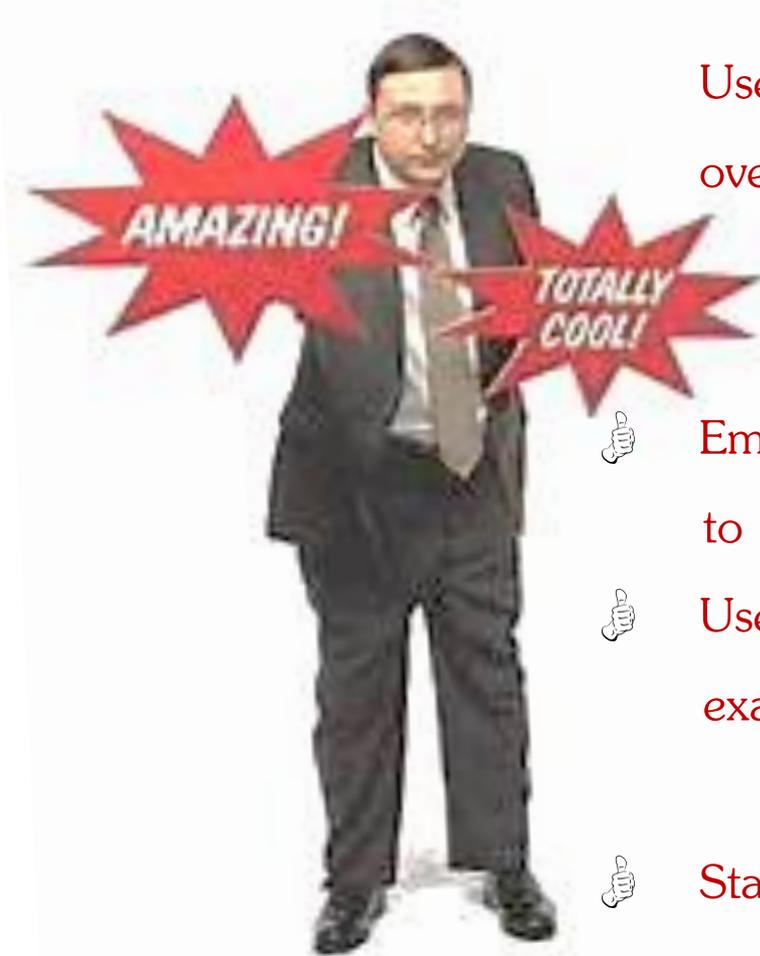
Develop Your 20 Second Pitch and Practice It.



Career fairs are packed with people who are very focused and prepared. If you do not come prepared you are wasting your time. With a pitch ready to use you come across as poised and confident.

How to Develop Your 20 Second Pitch

Your pitch should be a short answer to questions such as “*Tell me about yourself*”, “*What are your greatest strengths?*”, and “*What can you bring to this position?*”



Use clear and concise language, that is not overdetailed.



Sell your professional abilities and experiences.



Emphasize your strengths and link them to the needs of the employer.



Use descriptive statements or specific examples of your acquired skills and



State the kind of position you are seeking.

General Script

Greeting: *Hello, my name is _____.*

Experience: *I am a _____ studying
at _____.*

Interest/Passion: *I am mainly interested in _____.*

Strengths: *My strengths include _____ and _____.*

Brief Example: *Recently, I worked/volunteered/lead a
campus organization and was able to _____.*

Knowledge of Organization: *I noticed you have a position available, please tell me
more about this opportunity. -OR- I reviewed your website and noticed you have just
started marketing to the hospitality and tourism industry, I am very interested in both
areas and was hoping you could share more about possible opportunities in your
marketing department.*

Goal: *I am looking to gain further experience in _____.*



When creating your pitch, you want to use relevant and honest statements that align with what the company may be looking for.



Sample Statements For Your Pitch

What differentiates you from the other 1,812,714 applicants?



- I would like the opportunity to
- I am familiar with
- I am looking forward to
- My experience includes
- I have a solid background in
- I have a talent for
- I have a good working knowledge of
- I have exposure to
- I am particularly good in
- My abilities includes
- My strongest skills are
- My goals are
- I have ____ years of experience in
- I am passionate about
- I am proficient in
- I am interested in
- I am skilled in
- I enjoy
- I have been trained in



Prepare an appropriate outfit for the fair.

Professional dress can often "make or break" your chances for advancing in the job search process. Students who are not dressed in professional attire are usually not admitted to Job Fairs or Career Expos. The guidelines on our [website](#) represent choices for you based on how you identify yourself. Regardless of your choice, remember that you never get a second chance to make a first impression at an interview.



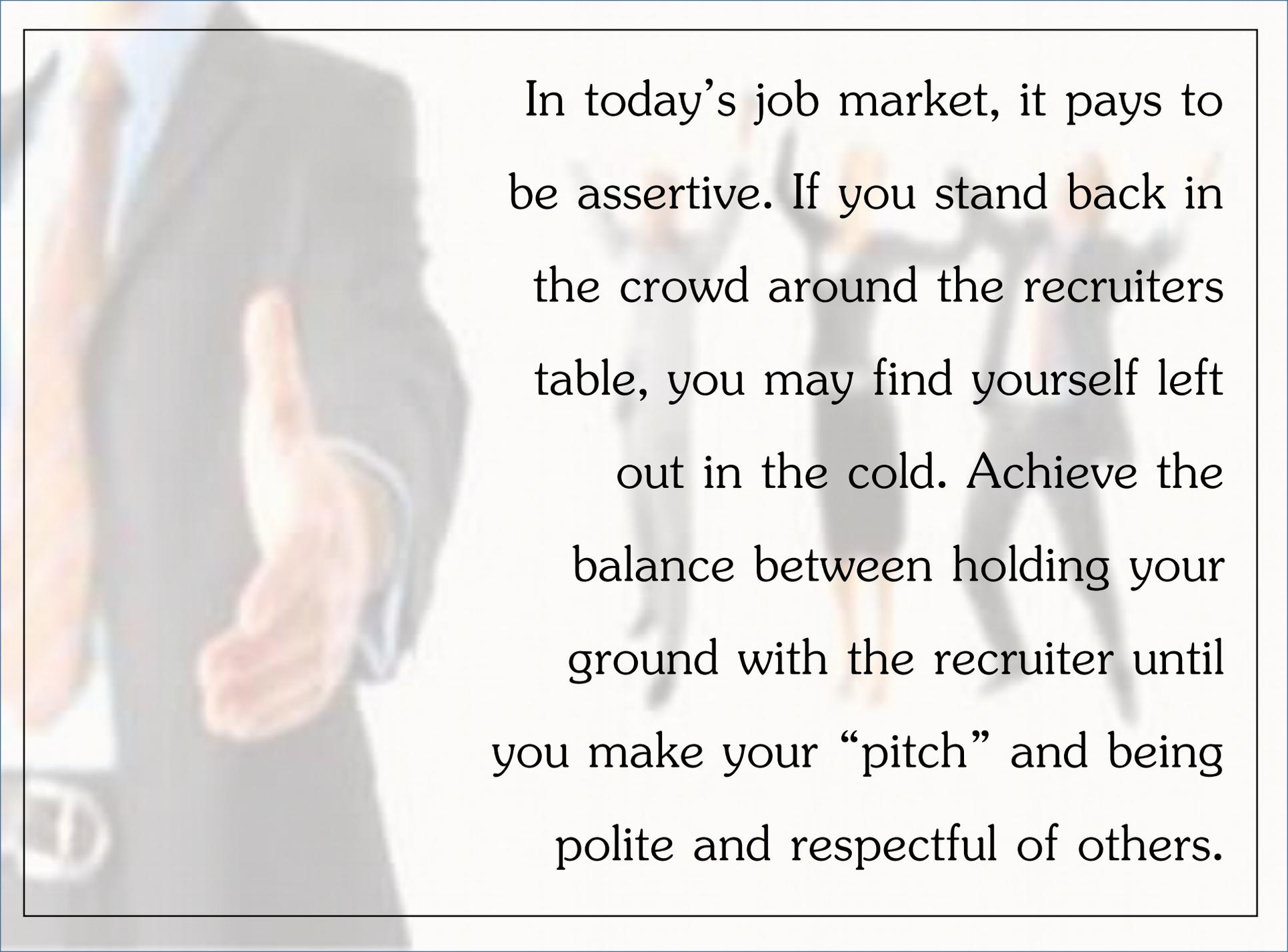


Get a good night's sleep!

When you walk into a career fair, you need to be “on your game.” You need to have energy to project a professional image that boasts enthusiasm, achievement, and competence. And you need to do this over and over again at every recruiter table at the fair. This requires you to be well rested and to have the stamina to perform at your highest level.



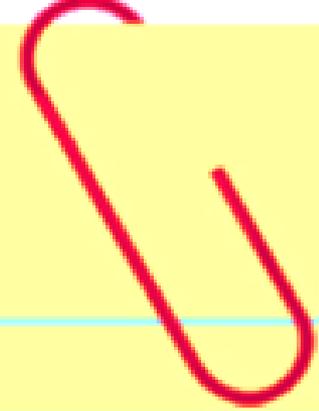
“Was the interview too early for you?”



In today's job market, it pays to be assertive. If you stand back in the crowd around the recruiters table, you may find yourself left out in the cold. Achieve the balance between holding your ground with the recruiter until you make your "pitch" and being polite and respectful of others.

Once you get the recruiter's attention, hold on to it. Ask questions and be prepared to show what you know about the company and available positions. **But remember, there is a difference between being assertive (recruiters like this) and being aggressive (recruiters are annoyed by this).**





*What to Do When
you Get to the Fair*

- **Smile!** Be optimistic and confident as you approach recruiters.

- Introduce yourself with a firm handshake and make good eye contact.

Engage recruiters by submitting your résumé and answering questions clearly.

- Don't be afraid to ask questions—specifically questions related to what recruiters are looking for in an intern or new hire.
- Thank recruiters for their time and make sure to collect business cards.



ACT PROFESSIONALLY AT ALL TIMES

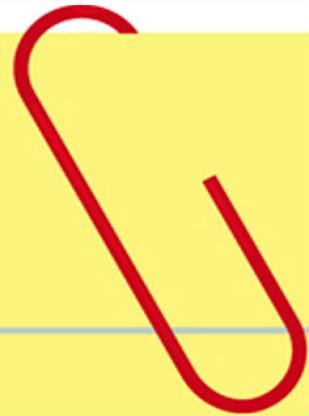
- Always approach a recruiter by introducing yourself and providing a firm handshake and good eye contact. Be friendly but professional.
- **Do Not** smoke, chew gum, or engage in other distracting mannerisms. At the end of your conversation, make sure to thank the recruiter with another firm handshake. Remember that professional demeanor shows commitment to your professional future and will receive positive notice. Be polite and considerate to everyone that day; anyone you meet might be a recruiter you will see later that afternoon.



SMARTPHONES, TABLETS, COMPUTERS



All electronic devices should be turned off before, during, and after the interview. Recruiters are easily annoyed by interruptions when speaking to potential internship or job candidates. If you have a personal emergency and **MUST** use your phone, tablet, or computer, excuse yourself from the recruiter's table and conduct your personal business in the hallway well away from the recruitment area.



*What to Do After You
Leave the Career Fair*

Thank You Letter

- Compose a handwritten thank you note to recruiters as soon as you leave the fair.
- Use business appropriate thank you note. Have someone proofread your thank you note if you are not sure about spelling/grammar. Don't be afraid to let the recruiter know that you are interested in a follow up interview if you want one!
- Mail thank you note within 24 to 48 hours at the latest.
- Follow up with the Center for Career and Professional Development for your “next steps” in this internship or job search.



Sample Wording for a Thank You Letter

Please be sure to personalize this letter with the information from the fair you attended.

Dear _____,

Thank you for taking the time to speak with me today at CUNY Big Apple Job Fair on April XX, 20XX at the Jacob Javits Center. I enjoyed talking with you and learning more about the opportunities offered at _____.

As I mentioned in our discussion, I am greatly interested in the field of _____ and I am eager to apply my interest and knowledge to a position in your organization.

Again, thank you for the opportunity to briefly interview with you. I look forward to speaking with you again soon.

Sincerely,

For further assistance with your professional development

Center for Career and Professional Development

Building 1A – Room 105

718-982-2300

<https://www.csi.cuny.edu/campus-life/student-services/center-career-and-professional-development>

