

Current Literature

The US Department of Labor says that 16-18% of all jobseekers find employment at a job/career fair. (www.bls.gov). Your success, regardless of the type of fair, is directly related to the preparation you do ahead of time, your professional demeanor at the event and your follow up with employers.

Before the fair...

Pre-register if possible and research what organizations will be there. Find out what types of opportunities they will be recruiting for and what knowledge, skills and abilities they are seeking.

At the fair...

First impressions do count so business professional dress and demeanor are important. Since the point is to make contact with recruiters, take the time to actually speak with them and avoid just “dropping off” your resume. Pre-event research will help build your confidence when you communicate with company representatives.

After the fair...

Follow-up is an important part of attending any recruiting event. If you picked up a business card or learned the name of the organization’s representatives with whom you spoke, send a “thank-you” note after the event.

Be sure to follow any instructions you might have received regarding continuing the application process. This might include completing an on-line application or connecting with someone else the recruiter might have recommended.

EMPLOYERS SAY...

- Social savvy dictates that talking on a cell phone while waiting in line to speak with recruiters is distracting to those around you and in poor taste. Silence your phone or step out of line as needed.
- Promotional give-a-ways provided by companies are a token of appreciation to jobseekers who actually *speak* with them. It is not appropriate to visit tables just to collect company goodies.
- Lack of research shows and it translates to lack of interest from the company.
- Jobseekers who say they will take any job the company has to offer, are easily overlooked.
- The “tag-team” approach of meeting employers in the company of friends, family or other job searching colleagues is not encouraged.

QUESTIONS YOU COULD BE ASKED...

- What led you to pursue a degree in _____?
- How has your college experience prepared you for a career in _____?
- What have you enjoyed most about your college experience?
- Why are you interested in this company? In this industry?
- How have you spent your time outside of school?
- What makes you different from others we will meet today? What sets you apart from your peers?
- What do you know about our company/organization?

QUESTIONS YOU COULD ASK...

- What kind of skills and experience do you look for in the employees you hire?
- What are some characteristics of your most successful hires?
- What kinds of training programs do you have for entry level positions?
- May I leave my resume with you?
- How may I follow-up with you?
- What can you tell me about your organization’s culture that I would not find on your website?
- What should I expect in your complete employment process?
- What skills are the most important in building a successful career in this field?

HELPFUL RESOURCES

www.collegegrad.com—Information on different types of fairs and employer expectations for each.

www.multiculturaladvantage.com—Calendar of local and regional diversity networking fairs.

www.careerfair.com—General career fair information and tips.

Visit the CSPD website for more professional development tips at www.sbm.temple.edu/cspd

Add the Fox Center for Student Professional Development to your Blackboard Organizations.

Quick Tips

DO...

- Plan to arrive early and allow sometime to regroup. Fairs can be overwhelming and intimidating.
- Make sure to speak with your preferred employers first and expect to spend time waiting in lines.
- Have several copies of an updated resume which has been critiqued. Employers may actually ask you clarifying questions right there.
- Be concise and to the point—be aware of how you are using the recruiter's time. You do want to leave the recruiter feeling positive about meeting you.
- Pre-register for those fairs that allow you to do so online. This way you get information that is current on companies attending.
- Research the employers in which you are interested. Being able to speak to recent news about the company and where you might fit will set you apart.
- Dress professionally. A job fair is a professional activity - possibly your first encounter with a future employer and first impressions do count.

DON'T...

- Monopolize the recruiter's time with excessive conversation. If there is a line, be concise and promise to follow-up.
- Forget that first impressions do count and your clothes, handshake, etc. all affect the employer's impression of you.
- Hang out with your friend or colleague at a fair. If you do go together, focus on networking vs. socializing.

CSPD Overview

The Center for Student Professional Development (CSPD) is a comprehensive Fox School of Business resource focused on preparing you for entry into the professional business environment.

Besides academic preparation, “professional development” is an important component of your university experience. Because of that, the Fox School of Business has integrated professional development into the multi-year curriculum.

As an undergraduate business major at the Fox School, you have access to the services and resources of CSPD. Your utilization of CSPD is an investment in your professional development that will ensure you develop the requisite skills to locate meaningful internships, co-ops and permanent jobs.



Center for Student Professional Development

Fox School of Business - Temple University
390 Speakman Hall
1810 N. 13th Street
Philadelphia, PA 19122
(215) 204-2371
www.sbm.temple.edu/cspd

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Center for Student Professional Development

On-the-Go Series

JOB FAIR BASICS

