

# MAKING THE MOST OF A CAREER FAIR

## BEFORE THE EVENT

### ● PREPARE FOR SUCCESS

#### Have the Right Attitude

Take the career fair seriously. Treat the fair as you would any job interview.

#### Make a Priority List

- ✓ Find out what businesses will participate in the event.
- ✓ Research the organizations that interest you the most and check out their websites.

#### Prepare Your Introduction

This is a short speech that sells you to employers. Practice your pitch out loud to feel comfortable. Your delivery should be confident, enthusiastic, and natural. Here is a simple four-step plan:

1. Give your name.
2. Mention your profession or job you're looking for.
3. State your experience, skills, and accomplishments. Explain how they will benefit the employer.
4. Offer your unique selling point, or what sets you apart from the competition.

#### Get Your Marketing Materials Ready

- ✓ Make sure your resume is up-to-date and is set up to your best advantage.
- ✓ Take sufficient copies and make sure they are crisp and clean.
- ✓ Include 2-4 references on a separate sheet from your resume. Make sure they know your school and/or work abilities and are not solely personal references.

#### Resources:

- Dahlstrom, H. (2009). *Turn a Job Fair into a Job Offer*. Holliston, MA: Dahlstrom+Company, Inc.
- [http://www.mcgeorge.edu/Career\\_Development\\_Office/Current\\_Students/Career\\_Handout\\_Series.html](http://www.mcgeorge.edu/Career_Development_Office/Current_Students/Career_Handout_Series.html)



#### Plan Interview Responses & Thoughtful Questions

- ✓ Be prepared to make conversation and answer questions. Review standard interview questions and plan your responses.
- ✓ Also prepare questions to ask the employers. For example, what opportunities are available, what are the responsibilities, and what skills are you seeking in candidates?
- ✓ Prioritize your questions. If you can only ask a couple, what should they be? If you end up with lots of time with an employer, what else can you ask?

#### Dress for Success

- ✓ Business casual is usually sufficient, and you should be well groomed and put together.
- ✓ Your appearance should show your seriousness of your interest in the organization.



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