

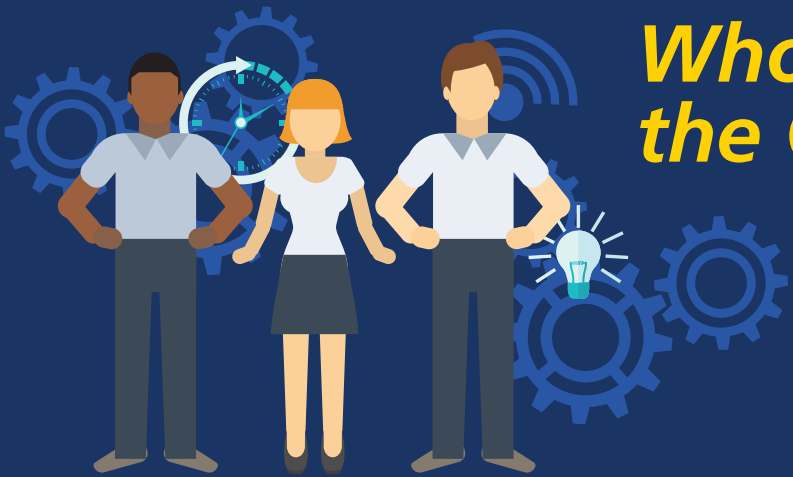
CAREER FAIR PREP GUIDE

What to expect at the Career Fair

Career fairs are composed of a group of organizations that are currently looking to hire new employees, interns or volunteers. At a fair, each participating organization will have human resources and/or program representatives available to explain what the organization does and what types of positions may be available. Use this opportunity to present yourself favorably, gather useful information and establish new contacts.



Who should attend the Career Fair



Whether it's your first or final year on campus, regardless of your major, you can benefit from attending the career fair. The career fair is a great place for you to:

- Conduct company research
- Explore numerous career opportunities
- Make personal contacts that can lead to a job
- Gather information from potential employers
- Find out what an employer values in its employees
- Demonstrate an ability to communicate effectively

How to research employers attending the Career Fair

Research provides the opportunity to learn more about your options as well as important information for your decision-making process. Employer research provides information to assist in marketing yourself as a match for a job and company.



Company websites

Review the company mission statement, the news sections, information about the management team, locations, history, and organization structure.



Read the news

Use the internet or search local and national newspapers or journals to find out about new company developments and industry trends.



LinkedIn

Many companies now have profiles on LinkedIn, the world's largest online professional networking site.



Other Websites

Look at websites that allow employees to post information about their experience with a particular company, such as Glassdoor.com.



Identify people

Talk to individuals you know who work for or know the employer or industry. These could be your professors, family members or friends.

What to do before the Career Fair



Attending the career fair takes some advance preparation. Here are some tips on how to prepare before the fair to make your experience successful.



Develop your resume

Make sure your resume is updated and critiqued. View sample resumes, create your own and get it critiqued by a career counselor using [Optimal Resume](#).



Research employers

Review information about the fair and the employers that are registered to attend on [HireBronchos](#).



Create a brief introduction

Provide the recruiter a summary of your experience, background, achievements and career interests.



Prepare for questions

Prepare for potential questions asked by the employer, as well as questions to ask employers, based on your research.



Wear professional clothes

Make sure your suit is appropriate, fits, and is clean. NO JEANS.



Information to Research

- Company mission/purpose
- Any awards/recognition
- The size and structure
- Services/products it provides
- Recent news

What to bring to the Career Fair



Several copies of your resume



Professional pen



Padfolio/professional folders



List of employers to meet at the fair



List of prepared questions

CAREER FAIR PREP GUIDE

PURPOSE OF A CAREER & INTERNSHIP FAIR

The purpose of a career fair is to give students and alumni the opportunity to make initial face-to-face contact with employers, explore career options, and inquire about available internships and entry-level jobs. A career fair has the potential to enhance your job search network and learn more about organizations interested in hiring UCO students.

WHAT TO EXPECT AT THE CAREER FAIR

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WHAT TO DO BEFORE THE CAREER FAIR

Attending the career fair takes some advance preparation. Here are some tips on how to prepare before the fair to make your experience successful.

- **Develop your resume** – Make sure your resume is updated and critiqued. View sample resumes, create your own and get it critiqued by a career development specialist using Optimal Resume.
- **Research employers attending** – Review information about the fair and the employers that are registered to attend on HireBronchos. *(See the **How to Research Employers Attending the Fair** section)*
- **Create a brief introduction** – Provide the recruiter a summary of your experience, background, achievements and career interests. *(See the **Table Approach** sub section)*
- **Prepare for questions** – Prepare for potential questions asked by the employer, as well as questions to ask employers, based on your research. *(See the **Potential Questions** section)*
- **Choose a professional outfit** – Make sure your suit is appropriate, fits, and is clean. **NO JEANS.** *(See the **What to Wear to the Career Fair** section)*

HOW TO RESEARCH EMPLOYERS ATTENDING THE CAREER FAIR

Research provides the opportunity to learn more about your options as well as important information for your decision-making process. Employer research provides information to assist in marketing yourself as a match for a job and company. You can use what you learn to customize your resume and cover letter as well as help you prepare to speak to employers at the career fair.

Information to Research About the Company

- Company mission/purpose
- The size and structure of the company
- What services/products it provides
- Any awards/recognition it has received
- Recent news about the company

Research Strategies

Company websites – Review the company mission statement, the news sections, information about the management team, locations, history, and organization structure.

LinkedIn – Many companies now have profiles on LinkedIn, the world’s largest online professional networking site.

Read the news – Use the internet or search local and national newspapers or journals to find out about new company developments and industry trends.

Websites – Look at websites that allow employees to post information about their experience with a particular company, such as Glassdoor.com.

Identify people – Talk to individuals you know who work for or know the employer or industry. These could be your professors, family members or friends.

WHAT TO BRING TO THE CAREER FAIR

- Several copies of your resume (*on resume paper*)
- A professional pen
- Padfolio/professional folders
- List of employers to meet at the fair
- List of prepared questions

WHAT TO WEAR TO THE CAREER FAIR

Professional attire is required at on-campus career fairs. To make the best impression possible, you should be dressed neatly and professionally. Review the professional attire recommendations and always consider the employers that will be attending the fair when choosing what to wear.

Recommendations for Men

- Dress suit (*neutral color tones – black, blue, grey*)
- Long sleeve collared shirt (*white or color coordinated with the suit*)
- Classic and conservative tie
- Dark socks and leather shoes
- Belt (*coordinate your belt to match your shoes*)
- Minimal or no jewelry
- Neat, professional hairstyle and trimmed facial hair
- No cologne

WHAT TO WEAR TO THE CAREER FAIR (CONT.)

Recommendations for Women

- Pant or skirt suit (*neutral color tones – black, blue, grey*)
- The skirt should be long enough so you can sit down comfortably (*be aware of the slit*)
- Conservative matching blouse
- Low heels or flat dress shoes (*less than 3 inches*)
- Neutral hosiery
- Minimal jewelry
- Neat, professional hairstyle
- Light make-up and no perfume

WHAT TO DO DURING THE CAREER FAIR

- **Check-in at the student registration table** – Bring your student ID to expedite this process. Create a nametag and retrieve a map of employers attending the fair.
- **Review the list of attendees** – Map out your strategy, table locations, and organize your time efficiently.
- **Network and make connections** – Meet with as many recruiters as possible (even if you do not see companies recruiting for your specific major) as there are often “hidden” opportunities if you ask.
- **Introduce yourself using your prepared introduction** – Be positive; show interest and enthusiasm by smiling and speaking clearly.
- **Answer questions directly and concisely** – Ask well thought out questions from the list of questions you prepared. The conversation should be two-sided, with both the job seeker and employer asking questions and providing information.
- **Gather company literature** – Pick up literature to take home and review to perform further research as well as to send an application or a thank you note after the fair.
- **Be patient** – Some employers will have a line of candidates waiting to visit them.
- **Take notes** – You will be able to refer back to these after the fair to assess your interests in certain companies and organizations.

Table Approach

- Be positive, friendly and assertive
- Greet each employer with a firm handshake and maintain eye contact when introducing yourself
- Speak clearly and concisely – NO SLANG
- Collect business cards for follow up afterwards
- Be prepared to talk about yourself and your experiences
- Sell your strengths and what makes you unique
- Listen carefully to the employer’s questions
- Focus on what you can do for the employer

Be prepared to talk about yourself and your experiences. Be sure to include:

- Your name
- Institution you are from/academic background
- Character strengths
- Problem solving skills
- Current and past experience
- Why you are a good fit

WHAT TO DO DURING THE CAREER FAIR (CONT.)

Sample Table Approach

Hello! My name is _____ (*name*) and I'm a _____ (*classification*) majoring in _____ (*major*) at _____ (*institution*). I am looking for an internship/job to help further my career goals as well as contribute to your company goals. My strengths and skills are _____ (*character strengths*), _____ (*skills*) and _____ (*skills*).

POTENTIAL QUESTIONS

Potential Questions You Could Be Asked

- Tell me about yourself?
- What made you decide to choose the major you currently are in?
- What are some strengths you have to offer?
- What types of opportunities are you looking for?
- What do you know about our company?

Potential Questions to Ask

- Does your company offer internships?
- What goals does your company have for the next 10 years?
- How many employees does your company have?
- What does your organization consider the five most important qualities in an employee?
- How long does the hiring process take?
- What made you choose this company?

WHAT TO DO AFTER THE CAREER FAIR

Using business cards and your notes, follow-up with recruiters you spoke with via phone, email, or a letter within 24-48 hours. Use your best judgement for follow-up based on your individual interactions with the employer.

What to Include in the Follow-Up

- Where you met and what you discussed
- Express your continued interest
- Inquire about next steps
- Send an additional copy of your resume (*if following-up via email or letter*)

NOTES