How to Make the Most of a Job Fair

Benefits of a Job Fair
1. Talk face to face with HR professionals who are difficult to reach
2. Guarantee that your résumé will be in the hands of a company representative
3. Meet with other job seekers and network in your profession
4. Focus your energy on companies that are actively seeking new employees
5. Make a good impression in a way that a résumé cannot - with a smile and a handshake

Why do companies participate?
1. To be seen - visibility - PR - Marketing vehicle
2. To attract good applicants / Hiring for openings
3. To educate the public on its mission and purpose

Why do YOU participate?
1. To be hired by a good company for a good job
2. To help determine career direction
3. To learn more about the companies hiring
4. To market and network - what are you marketing - Yourself!

Preparation before the Job Fair
1. Pre-register with the Career Placement Services Office, Phone: 508.854.4439 or Email: careerservices@qcc.mass.edu
2. Research the employers that plan to attend. Information can be found on the company's website, business papers or through the Career Placement Office
3. Prepare questions for the employers, this will show interest and knowledge about the company
4. Prepare a résumé that presents your background clearly and concisely. Have your resume reviewed through the CPS Office and ask to have yours included in the Resume Book which will showcase participating students and will be supplied to employers on the day of the event
5. Estimate the number of employers that you plan to visit and bring twice that many résumés
6. Prepare and practice a 60-second “Elevator Speech” that introduces yourself, your background and why you are interested in working with the company. For more information, visit the CPS Office, Room 272A

During the Job Fair - Show Time!
1. Dress and act professionally. Your purpose is to make a good impression and create an opening for further contact
2. Talk to someone at each booth. Use your preparation knowledge during this approach - use your 60-second Elevator Speech and ask questions you have prepared that demonstrate knowledge of your field
3. Do not be shy - if the rep does not handle the job opening directly, ask for a referral
4. Take business card/company materials and ask them what their next step is - May you follow up and when should you follow up?
5. THANK them for their time
6. Take reminder notes of your conversation – This is VERY important!

Follow up after the Job Fair
1. Send thank you note
2. Send résumé and cover letter to the companies you did not speak with
3. Call to follow up with the companies you met with - refer to notes!

NOTES TO REMEMBER:
1. Bring plenty of résumés
2. Dress and act as if you were going to an interview
3. Consider this a mini-interview, it may determine whether or not they contact you again!
4. You will not be offered a job at the fair
5. You will make valuable contacts
6. Have fun!
USEFUL TIPS, RESOURCES & TECHNOLOGY TOOLS FOR YOUR JOB SEARCH & PREPARATION

iTunes Podcasts


Social Media

- Linkedin, “Getting started with Linkedin” [http://learn.linkedin.com/students/](http://learn.linkedin.com/students/)

Interviews

iPhone/iPad Apps:


Video

- Vault Video Guide to Career Fairs (3:14) [http://www.youtube.com/watch?v=ZPRVSF_gaN0](http://www.youtube.com/watch?v=ZPRVSF_gaN0)
- Interview Tips - Three Steps to Job Fair Success (Collegegrad.com) [http://www.youtube.com/watch?v=mSuakvy1X0o](http://www.youtube.com/watch?v=mSuakvy1X0o)
- “How to Ace a Job Interview on Skype” posted by Time [http://www.time.com/time/video/player/0,32068,46937715001_1933401,00.html](http://www.time.com/time/video/player/0,32068,46937715001_1933401,00.html)