

# Getting the Most out of the Career Fair – Tips for Success!

## ***Before the Fair...***

- Know which employers will be attending the Career Fair and do some research on them. Use the Career Fair Employer Research Form to document your findings.
- Portray a *professional* image, dress appropriately and practice your handshake - first impressions count!
- Practice your “30 Second Infomercial” and know exactly what you want to tell employers about yourself
- Have a *professional* looking resumé and business cards (or calling cards) ready to use on the day
- Know what type of job(s) you are looking for, your related skills, education and experience – be prepared to answer questions about yourself and what you are looking for
- Anticipate the questions that the employer may ask you and think about potential answers that show your knowledge of their industry and how your skills & interests relate
- Prepare a list of questions. Avoid questions that could be answered from a visit to the company's website or a quick look at the company information provided (e.g. "What is it that this company does?").
  - Can you tell me about the positions that exist within your organization for new graduates?
  - Do you have a written job description I can take with me?
  - What is the employment outlook for someone entering this field?
  - What key skills do you look for in new hires?
  - What advice do you have for new graduates wanting to enter this field?
  - What are some typical career paths for new grads?

## ***During the Fair...***

- Plan a strategy, prioritize the employers that you really want to see. Attend early, do not arrive when employers are packing up to leave for the day.
- Travel alone - Do not visit employer booths with a group of friends.
- When greeting an employer, introduce yourself, look confident by initiating a firm handshake.
- SMILE 😊 - It is important to be personable and showcase your communication skills.
- Ask for business cards, and jot down anything significant on the back or carry a notepad. Be sure to ask the employer about next steps.

## ***After the Fair...***

- Follow up with a thank you note
  - Thank the employer for their time and information and ask for an opportunity to meet and discuss employment possibilities

### Sample Outline for your 30 Second Infomercial:

NAME	State your name clearly
EDUCATION	Share your relevant education
TARGET JOB	Let the employer know the target jobs or information you are seeking
SKILLS	Demonstrate 2-3 skills that match your target job

Review a sample 30 Second Infomercial in the Job Search Workbook: [umanitoba.ca/student/careerservices/media/JobSearch.pdf](http://umanitoba.ca/student/careerservices/media/JobSearch.pdf)  
For additional information and resources, visit: [umanitoba.ca/student/careerservices](http://umanitoba.ca/student/careerservices)

## Basic Calling Card Examples

<b>Mary Lucas</b>	204-555-1234
	Mary.Lucas@myumanitoba.ca
<b>Customer Service:</b>	
<ul style="list-style-type: none"><li>• Deliver premium customer service to a diverse clientele within the financial industry</li><li>• Sell appropriate products to fulfill the needs of customers</li><li>• Process monetary transactions efficiently and accurately</li><li>• Contribute to team projects; respecting all members' ideas with the end goal in mind</li></ul>	
B.A. Psychology (May 2016)	

<b>John Buhler</b>	(204) 334-5388
John.Buhler@umanitoba.ca / ca.linkedin.com/in/jbuhler	
<b>Civil Engineering Skills:</b>	
Plan, design, develop and manage projects	
Collaborate with Team to determine project requirements	
Well-developed problem-solving skills	
Communicate with project team, client, and management	
Degree: Bachelor of Civil Engineering (2016)	
<b>*Professional</b>	<b>*Reliable</b>
<b>*Work well under Pressure</b>	

