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:

<table>
<thead>
<tr>
<th>NAME</th>
<th>State your name clearly</th>
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<tbody>
<tr>
<td>EDUCATION</td>
<td>Share your relevant education</td>
</tr>
<tr>
<td>TARGET JOB</td>
<td>Let the employer know the target jobs or information you are seeking</td>
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<tr>
<td>SKILLS</td>
<td>Demonstrate 2-3 skills that match your target job</td>
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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

**Mary Lucas**

<table>
<thead>
<tr>
<th>204-555-1234</th>
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<tbody>
<tr>
<td><a href="mailto:Mary.Lucas@myumanitoba.ca">Mary.Lucas@myumanitoba.ca</a></td>
</tr>
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**Customer Service:**
- Deliver premium customer service to a diverse clientele within the financial industry
- Sell appropriate products to fulfill the needs of customers
- Process monetary transactions efficiently and accurately
- Contribute to team projects; respecting all members’ ideas with the end goal in mind

B.A. Psychology (May 2016)

**John Buhler**

<table>
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<tr>
<th>(204) 334-5388</th>
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<tbody>
<tr>
<td><a href="mailto:John.Buhler@umanitoba.ca">John.Buhler@umanitoba.ca</a> / ca.linkedin.com/in/jbuhler</td>
</tr>
</tbody>
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**Civil Engineering Skills:**
- 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)

- Professional
- Reliable
- Work well under Pressure