

## Getting the Most out of the Career Fair

Employer research is one of the most productive things you can do before attending a career fair. It saves your time and the employer time as you will increase your knowledge of their industry and how your skills & interests relate. Start by knowing which employers will be attending the Career Fair and select the employers you are most interested in learning more about. Taking time to research will help you make a great first impression.

## Checklist for Researching Organizations

What to Research	Where to Find Information
<ul style="list-style-type: none"> <li><input type="checkbox"/> Organization’s History</li> <li><input type="checkbox"/> Financial Data (Earnings, Funding Sources, Financial Stakeholders)</li> <li><input type="checkbox"/> Products / Services</li> <li><input type="checkbox"/> New Developments</li> <li><input type="checkbox"/> Competitors</li> <li><input type="checkbox"/> The organization “in the news” - Public Press / Current Events</li> <li><input type="checkbox"/> Customers and clients</li> <li><input type="checkbox"/> Organization size, facilities and locations</li> <li><input type="checkbox"/> Organizational Structure</li> <li><input type="checkbox"/> Profiles of Staff, Executives, Board Members</li> <li><input type="checkbox"/> Education and expertise of current staff</li> <li><input type="checkbox"/> Corporate culture</li> <li><input type="checkbox"/> Salaries and Benefits</li> <li><input type="checkbox"/> Company Strategies / Philosophy</li> <li><input type="checkbox"/> How does the organization accept applications</li> </ul>	<ul style="list-style-type: none"> <li>➤ Organization website: “About Us”, “Mission / Vision / Values”, “Staff Directory”, “Careers” sections</li> <li>➤ Annual Reports published by organization</li> <li>➤ Industry Sector Council reports*</li> <li>➤ Industry Canada / Government reports*</li> <li>➤ Trade Magazines / Industry Journals*</li> <li>➤ Research / Scientific Journals</li> <li>➤ Social Media sources</li> <li>➤ Top employer lists / Company rankings by criteria (e.g. canadastop100.com)</li> <li>➤ Press / media sources (newspaper articles, television, radio, business magazines)</li> <li>➤ Collective Bargaining Agreements or published salary ranges in industry reports</li> <li>➤ Company directory or phone books</li> <li>➤ Personal contacts</li> </ul>

\* refer to Career Services’ Job Search Workshop Homework assignment and Job Search Workbook (<http://umanitoba.ca/student/careerservices/media/JobSearch.pdf>)

Consider Career Fit	Reflection Questions
<ul style="list-style-type: none"> <li>• What are the organization’s HR policies?</li> <li>• How does the organization see itself?</li> <li>• What do past and previous employees say about the organization?</li> <li>• Will I be based in one location or expected to travel or move throughout a career with the organization?</li> <li>• What are the potential future career and professional development opportunities?</li> </ul>	<ul style="list-style-type: none"> <li>• Based on my research, what is my general feeling about this organization?</li> <li>• Why would I like to work for this organization?</li> <li>• What can I offer this employer?</li> <li>• Do available or future opportunities align with my career values, skills and interests?</li> </ul>

## Research Summary

Organization / Industry / Position: \_\_\_\_\_

Record your thoughts and list the pros and cons from your research below.

Positive Factors	Negative Factors

The factors listed above are based on my research from the following information sources:

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Additional Questions: (identify questions you may want to ask this employer at the career fair)

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