

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

Before the Fair...

- Research the employers who will be attending the Career Fair. Be sure to check out the Employer listings on the Career Services website (<http://umanitoba.ca/careerservices/career-fairs>)
- Portray a *professional* image and dress appropriately- first impressions count!
- Practice your “30 Second Infomercial” and know exactly what you want to tell employers about yourself
- Have a *professional* looking resumé or 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 to prioritize the employers that you really want to meet with. Attend early, do not arrive when employers are packing up to finish after a long day of chatting with students.
- When greeting an employer, SMILE, introduce yourself, and make eye contact. It’s important to appear confident and approachable.
- Ask for the representative’s contact information, and make notes on the conversation you have. 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 Elevator Pitch:

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 and where you developed them

Review a sample 30 Second Infomercial in the Job Search Workbook:

<https://umanitoba.ca/career-services/sites/career-services/files/2021-05/JobSearch.pdf>

For additional information and resources, visit: <https://www.umanitoba.ca/career-services/employment-resources-students>

30 SECOND INFOMERCIAL (NETS) for:

- Career Fairs
- Networking Events
- Informational Interview Requests
- Cold Calls

Hello, my name is _____.

I will be graduating _____ with a _____.

I recently learned about your organization and am very interested in the work you are doing in _____.

I would like to pursue a career in this field and in order to prepare myself have experience with _____ [and/or courses in _____]

I have strong _____ skills, developed through _____, and enjoy the challenges of _____.

I'm very interested in learning more out more about the types of positions and employment opportunities that exist with your organization.
