

Career Fair Employer Research Form

Employer research is one of the most productive things you can do before attending a career fair. It saves your time and the employer's 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"> <input type="checkbox"/> Organization's History <input type="checkbox"/> Products / Services <input type="checkbox"/> New Developments <input type="checkbox"/> The organization "in the news" - Public Press / Current Events <input type="checkbox"/> Customers and clients <input type="checkbox"/> Organization size, facilities and locations <input type="checkbox"/> Profiles of Staff, Executives, Board Members <input type="checkbox"/> Education and expertise of current staff <input type="checkbox"/> Company Strategies / Philosophy <input type="checkbox"/> How does the organization accept applications 	<ul style="list-style-type: none"> ➤ Organization website: "About Us", "Mission / Vision / Values", "Staff Directory", "Careers" sections ➤ Annual Reports published by organization ➤ Industry Sector Council reports* ➤ Industry Canada / Government reports ➤ Social Media sources ➤ Press / media sources (newspaper articles, television, radio, business magazines) ➤ Company directory or phone books

* refer to Career Services' Industry Sector listing: <https://www.umanitoba.ca/career-services/employment-resources-students/job-boards-and-employer-lists#industry-associations-and-employer-directories>

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

For additional tips refer to Career Services' Job Search Workbook (<http://umanitoba.ca/student/careerservices/media/JobSearch.pdf>)

Prepare a list of questions. Avoid questions that could be answered from a visit to the company's web site - e.g. "What is it that this company does?" Questions to consider:

- 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?

Research Summary

Organization / Industry / Position: _____

Record your thoughts:

Organizational Information	
Company Strategies / Philosophy / Vision / Mission	
Organization size, facilities and locations – job openings	
Products / Services	
Customers and clients	
New Developments	
The organization “in the news” Public Press / Current Events	
Education and expertise of current staff	

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

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