

HOW TO PREPARE *for a* CAREER FAIR

BEFORE THE FAIR

- Learn more about fair(s) on Handshake. Log in or download the app for on-the-go access to all fair information leading up to and during the event.
 - See a list of participating employers.
 - Filter employers by major, job type, class year and more.
 - If in person, view employers on a map via app for easy navigation on the day of the career fair.
 - If virtual on Handshake, you can and should sign up for 1:1 conversations with companies of interest in advance so you don't miss the opportunity. Space is limited!
- Research companies to determine whom you would like to connect with at the fair. Learn more about the organizations, their opportunities, work and mission via the company website, LinkedIn, social media, news mentions and by networking with alumni.
- Create a list of the major companies you want to visit and prioritize your top 3 choices.
- Dress for success! Every industry is different; consider wearing attire that aligns with the work environment you're targeting and makes you feel confident. When in doubt, dress more formally. Visit the Wildcat Wardrobe if you are in need of professional attire.
- Be prepared to share your resume: as a PDF if virtual, printed on resume paper if in person.
- Practice your introduction a.k.a. your elevator pitch for meeting with company representatives. Focus on who you are, what you're seeking, what you know or like about the company, and how you add value.
- VIRTUAL: Make sure you have a distraction-free environment and neutral background for your video.

DURING THE FAIR

IN-PERSON:

- Use the app to see where your companies of interest are located on the map. Don't visit your top-choice company right away; save it for the second or third to practice your pitch with others.
- Drop coats, backpacks and other items at the door; you want to be able to interact freely.
- Put your elevator pitch to good use and remember to smile, give a firm handshake when or if it's appropriate and ask follow-up questions to keep the conversation engaging.

VIRTUAL:

- Sign into your sessions on time. If you have to miss a session for any reason, email the rep or Career Center in advance to let them know.

BOTH:

- When parting, ask the representative for a business card or contact information to follow up.
- When you exit the conversation, write down some quick notes about what you discussed to reference in a follow-up email later.

AFTER THE FAIR

- Write a thoughtful, personalized thank you email within 24 hours of the fair. Refer to your notes to mention something specific you discussed or learned to show your interest.
- If the representative gave you any next steps such as "follow up with this person at my company" or "apply on our website," be sure to do so and include that you took their advice in your thank you message.
- View the Events and Jobs sections of Handshake to see what other recruiting opportunities are available!