



A Guide for Career Fair Success

I. PREPARATION BEFORE THE FAIR

- With the help of Career Services, prepare your resume(s). Proofread!
- Obtain a list of participating employers from AU Career Services or check the web site at <http://www.augusta.edu/careerservices> for updates.
- Research the employers you are targeting; become familiar with the company and the positions for which they are most likely to be recruiting. Most will have web sites. **Check the Career Services web page for employer links and data on what the companies are recruiting for.**
- Practice your introduction (name, school, major) and *firm* handshake. Practice your 30 second sales pitch (don't memorize it but do rehearse). This should include why you are interested in the company, types of position(s) for which you are a good match and why. Talk about related jobs or internships and related classes or academic projects.
- Determine one to three questions that you will ask each company (write these on your master list or on paper that you will have with you at the fair).
- Bring 25 resumes (or more), paper for your notes, a nice pen and list of participating companies.

II. DRESS THE PART OF THE PROFESSIONAL

Women: professional knee-length skirt suit or a pantsuit in a conservative color, sheer hose, closed-toe and closed-heel pumps in a dark leather (low heel is fine), minimal jewelry, no perfume, natural looking makeup, conservative and polished hairstyle. Bring a purse or a briefcase (no backpacks). If you choose a purse, do bring a folder in which to keep your resumes etc.

Men: professional suit in a conservative dark color, dark shoes and dark socks, an ironed white long-sleeve button-down shirt, a conservative tie, no cologne, no necklaces/bracelets or earrings, conservative hairstyle, no backpacks.

III. COMMUNICATION TIPS AT THE FAIR

- When waiting to speak to the employer, refrain from cell phone use and keep a professional demeanor.
- Do not approach the employer as a group. This is your time to stand out as an individual.
- Smile, introduce yourself and offer your hand for a firm, quick handshake. Give the recruiter a couple of seconds for an introduction.
- Give the recruiter your 30 second sales pitch indicating your strengths and interest areas.
- Ask questions about the company and available positions.
- Offer your resume. Gather tips for how to later apply to the employer online.
- Ask for a business card while thanking the recruiter for his or her time. Reaffirm your interest and ask to whom and when you should follow-up. Drop a thank you note within 48 hours of the meeting to reaffirm your interest with the employer.

IV. SAMPLE QUESTIONS

- Does your organization employ..... (a particular career area)?
- I am considering _____. What qualifications does your organization consider when hiring in this area?
- Do you anticipate much demand in _____ in the next ____ year(s)?
- What are the most sought after skills for your organization? What training is provided?
- What is the best way to get noticed in the application process when approaching your organization?
- Describe the characteristics of an individual that would match well with your company?