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 and 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 sign on 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:**

<table>
<thead>
<tr>
<th>NAME</th>
<th>State your name clearly</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDUCATION</td>
<td>Share your relevant education</td>
</tr>
<tr>
<td>TARGET JOB</td>
<td>Let the employer know the target jobs or information you are seeking</td>
</tr>
<tr>
<td>SKILLS</td>
<td>Demonstrate 2-3 skills that match your target job and where you developed them</td>
</tr>
</tbody>
</table>

Review a sample 30 Second Infomercial in the Job Search Workbook: [umanitoba.ca/student/careerservices/media/JobSearch.pdf](http://umanitoba.ca/student/careerservices/media/JobSearch.pdf)

For additional information and resources, visit: [umanitoba.ca/student/careerservices](http://umanitoba.ca/student/careerservices)
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 about the types of positions and employment opportunities that exist with your organization.

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