# Career Fair Success Strategies

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## YOUR THIRTY SECOND COMMERCIAL

- A thirty second commercial is a brief introduction to who you are, what you do, and why the employer should be interested to learn more about you. It is your personal brand and what makes you unique.
- It should include…
  - Name.
  - Major and class.
  - Opportunities that you are seeking.
  - Relevant experience, skills and strengths.
- Remember, it should be brief-others are waiting to speak with the employers.
- Try your 30 second commercial out in the mirror and in front of friends and family. The more you practice, the more it becomes second nature, and the more comfortable you are saying it, the more comfortable and confident you will appear to the employer.

## DURING THE EVENT

- Be sure to turn your cell phone off!
- If you were not able to get a floor plan before the fair, get one now and plan your approach to the event.
- Begin with a strong handshake and use your 30 second commercial.
- Refer to something you found out about the company in your research. Ask a question based on what you found out in your research about the company.
- DO NOT ask about salary.
- Be aware of others waiting for the recruiter's time.
- Before you finish the conversation, find out what the next steps are, what is the hiring process, etc.
- "What is the hiring process?" or "What is the key to successfully moving on to the next step in the hiring process?"
- Get business cards or contact information and brochures.
- Bring a pen to jot down notes about your conversations so you can remember and refer to these conversations in your thank you letters. It may be helpful to jot down a few key points on the employer's business card. If they do not offer a business card, make sure to get their contact information.
- To make a lasting impression, return to booths of employers you are interested in before you leave to again thank them for their time.

## QUESTIONS TO ASK THE EMPLOYER

- What entry-level or internship opportunities exist at your organization?
- What kinds of skills and experience do you look for in the employees that you hire?
- What educational background do you look for in a candidate?
- What's the one thing that surprised you most about working for this organization?
- How would you describe company culture?
- What advice would you give someone starting out in this field?
- What made you choose this organization and what makes you stay?
- What are the next steps in the hiring process?
- May I contact you with further questions? Do you have a business card/contact information?

## DO NOT ASK:

- What does your company do?
- How much will I get paid?
- How much vacation time do you offer?
- What are your company benefits like?
- What jobs do you have open?

## AFTER THE FAIR

- Follow-up: send thank you note, another copy of your resume, request for informational interview, etc. via email within 24 hours of the event