How To Work A Career Fair Room

UCR Career Center
Ice Breaker

Think about what your biggest job fair concern is and consider:

- How you might alleviate your concern?
- Feel more in control of the situation?

Let’s Share!
What are your goals?

- Network to build contacts/practice
- Identify employers with jobs/internships in your field
- Ask Questions. We’re here to help!
- Not sure?
- Gather Information
Preparation Before the Fair

• Look on careers.ucr.edu to review the list of employers attending the fair.
• Research employers by visiting company websites.

• Prepare a list of questions to ask employers.
• Gain confidence by practicing your questions out loud.

• Develop a strong resume with the help of the Career Center.
Resume Tips

• Print your resume on neutral-colored paper that is professional in appearance. Use BLACK ink.

• Tailored objectives/general objectives. Do not include any graphics or pictures on your resume.

• Use a font that is easy to read at a glance.

• Keep resume in an easy accessible location.

• Make sure that your resumes are not wrinkled, rained on, or otherwise blemished.
Career Fair Game Plan

- **Identify items that you want to carry to the event**
  - Resumes
  - Portfolio or folder
  - Bag for company literature/materials
  - Pen

- **Identify your targets**
  - Use your research to rank the organizations in order of your interest to determine which organizations to visit in what order at the fair. This will help you make the best use of your time.
Dress to Impress
Non-Verbal Communication

- Making good eye contact
- Giving a firm handshake
- Good posture
- Smiling and being enthusiastic
The Perfect Handshake

Use Your Right Hand

Dry Palm

Strong Grip With Fingers Under Receiving Palm

Eye Contact And Appropriate Smile Throughout

Three To Four Vigorous Shakes For Two To Three Seconds
Verbal Communication

- Initiate a conversation with an employer by making eye contact, introducing yourself and shaking hands.

- Give your 30 second pitch about your strengths and interest in the company. Be articulate and confident.

**Offer the employer your resume when it feels most appropriate:**
- At the start of the conversation
- When asked for it
- When you are discussing a particular experience listed on your resume
- At the close of the conversation
Preparing a **30-second pitch** consists of summarizing your professional background, skills and interest.

Create a smooth start to your conversation by including the following information:

- Name
- Class Level
- Major
- Opportunities you are seeking
- Relevant experience
- Highlights of skills and strengths
- Knowledge of the company
Hello! My name is Heidi and I’m working on my Bachelors in Business Administration. I have a great passion for marketing. Last summer I had an internship with a small start-up company where I had the opportunity to develop their social media branding. I gained a lot of great skills from this internship and I am looking forward to applying what I have learned in a career position.

I noticed on your company’s website that you do a lot of work in _________ and I was interested in learning more about that aspect of your business.
Let’s Rehearse!

• Prepare your 30 Second Pitch
• Introduce yourself to your neighbor and give your 30 Second Pitch...
• Give feedback to your partner
  • Now switch
Navigating the Fair

Scot at the Career Fair
Navigating Tips

Walk around technique:

Personality Matching Technique:
• Be aware of the voice (tempo and pitch).
• Physical characteristics (facial expressions and posture).
• The recruiters are the faces and personalities of the company and are looking for candidates like themselves to represent the company mission, values, etc.

Inquire:

If you see a company that you really want to work for, but they are not hiring for your field or area of interest....what can you do?

• Approach the recruiter and ask: “Who should I contact in your company for a position in my field (ie. Computer programming)?
• You MUST get their name and phone number to follow up if they forward your resume to another department in the company.
Before Leaving The Fair

• Go back to the companies you really want to work for and wait until the recruiter is free, then thank him/her/them for their time.

• They may be reviewing 50-100 resumes, and it is best if they can remember your name and face over the other candidates!

The lasting impression is very important for future contact!!
After the Fair

Follow up soon after the fair

- Send a thank you e-mail to each recruiter with whom you met.
- Express your appreciation for the time and advice offered. Let the recruiter know that you have completed anything he or she has asked you to do and reiterate your interest in the company.

Undertake next steps

- Apply online
- Sign up for the organizations on-campus interviews (check with the Career Center for this information)

Benefits of creating a LinkedIn profile

- 75-80% of jobs are found through the hidden marketplace
- HR recruiters are using LinkedIn to reduce recruitment costs
How The Career Center Can Help

Use **UCR Handshake** to research companies and more! Look at organizations visiting the Career Center for **On Campus Interviews**

Come to **Drop-In Hours** for a quick resume review or schedule a **30 min appointment** with a Career Counselor
Thank you!

Phone
951-827-3631

Website:
Careers.ucr.edu