

Career Fair Preparation

Coastal Carolina University
Career Services Center



BEFORE THE FAIR

1. Determine your goals of attending the career fair.
 - Seeking a full-time, part-time, or internship position?
 - Networking with professionals for future career opportunities?
 - Exploring career opportunities in career fields or companies of interest?
2. Research career fields and job titles of interest.
3. Research companies and organizations that will be attending the career fair.
 - Review the employer websites for information such as their mission and goals, the products and services they offer, and the positions they are recruiting for.
 - Prioritize the list of employers to ensure you have time to meet with your top choices.
4. Prepare to make a good impression.
 - Prepare a well-written resume and have it critiqued by the Career Services Center.
 - Know how to express how your education and experiences relate to the career field, as well as what you are looking for and what you want.
 - Prepare a brief 30 second introduction to highlight your top skills, experiences, and interests.
 - Develop a list of questions to ask employers based on your research of their organization.
5. Compile all of the materials you will need the day of the fair including a portfolio with 20+ copies of your resume, pen and paper to take notes, etc.

DURING THE FAIR

6. Make a good impression.
 - Arrive early and dress professionally.
 - Smile, make eye contact, and shake hands firmly and confidently.
 - Gather employer information and business cards, and hand out your resume.
 - Remember your body language. Act interested, focused, and enthusiastic.
 - Ask at least two intelligent questions about topics such as: organizational statistics, company mission, client base, trainee programs, hiring procedures, etc.
7. Be prepared and keep organized.
 - Speak clearly and loudly enough to be heard through the noise.
 - Take notes to help you recall the conversations you had with recruiters.
 - Bring something to carry company literature, business cards, and giveaways.

AFTER THE FAIR

8. Organize your notes and employer information.
9. Follow up with employers.
 - Send Thank You notes to recruiters within 24 hours.
 - Fill out any online applications as requested by recruiters.
 - Maintain contact with employers and follow up with recruiters after two weeks to demonstrate your continued interest in their organization.