

Career Fair Preparation

Attending career fairs can boost your job search success and professional networking skills as the event enables you to personally meet numerous recruiters from participating companies in a timely, localized setting. Read the checklist below to help you prepare for your next career fair.

☑ BEFORE THE FAIR

- Determine your goals of attending the career fair. Are you seeking a full-time, part-time, or internship position? Are you networking with professionals for future career opportunities?
- Research general career fields and job titles of interest.
- Visit the Career Services Center website (coastal.edu/career) to review a list of companies attending the fair and determine companies of interest.
- Conduct company research via company website, social media accounts, Glassdoor, etc.
 - Research company's current job openings and staffing structure.
 - Review company's mission and goals, products and services, current employees, competitors, etc.
- Follow companies of interest on LinkedIn and other social media accounts.
- Prepare a well-written resume and have it critiqued by the Career Services Center.
- Prepare a 30-second elevator pitch to highlight your education, experience, skills, etc.
- Rehearse responses to standard interview questions.
- Decide what professional apparel you will wear: pinterest.com/ccucareer.
- Compile essential materials to take to the fair:
 - A padfolio with a notepad and pen
 - Roughly 20+ copies of your resume (printed on resume paper) to give to recruiters
 - Your research notes on companies participating in the fair AND questions to ask company recruiters
 - Optional: Create and produce your own business cards OR order free CCU student business cards at www.coastal.edu/cards (read the Student Business Cards handout for more information: www.coastal.edu/career/handouts).

☑ DURING THE FAIR

- Check in at registration table to pick up a name tag, list of companies and fair map.
- Review list of participating companies and determine a list of companies you plan to visit.
- Practice your 30-second elevator pitch with a few companies before approaching your top picks.
- Smile, make eye contact, and present a firm, confident handshake when interacting with recruiters. (Remember your body language – act interested, focused, and enthusiastic.)
- Enunciate clearly, use proper grammar, and speak loudly enough to be heard.
- Gather company information from recruiter and hand out your resume only if asked.
- Ask at least two intelligent questions specific to company. Take notes if necessary.
- Take breaks if needed to assure that you will look and feel your best. If applicable, review research notes/information about company before you approach them.
- Respect other people's privacy as they complete their conversation with a recruiter.
- Remember the recruiter's name – ask for a business card (exchange business cards if you have your own). Take notes afterwards to help you recall the conversation you had with the recruiter.

☑ AFTER THE FAIR

- Follow up with a thank-you email within 48 hours.
- If you apply for a position, follow up in two weeks (or the timeline given by recruiter).
- Keep accurate records of your contacts with companies. Include dates of when you applied/followed-up and save a copy of all application materials you send.