



ADVISING & CAREER DEVELOPMENT

Your Career Fair Guide

Participating in a career fair is an important strategy in your job search. Career fairs provide you with the opportunity to network with a variety of recruiters and organizations.

Follow these tips to get the most out of your career fair experience:



Prepare for the fair as you would for an interview. Review the participating recruiters on Handshake and make a list of the ones you'd like to visit. Research each company's mission and values. Reflect on your professional skill set, and be ready to communicate your strengths.

Reflect on your priorities. Prior to the fair, gather the information you need to make career decisions. Consider: location, nature of the job, salary, benefits, job security, travel opportunities, the size of the organization, etc. Knowing your priorities helps you focus on the organizations that will best fit your career needs.



Prepare your professional resume. Advising and Career Development staff can help you create your resume ahead of time. Bring several copies of your resume in a professional-looking padfolio. Be ready to share your resume with organizations that interest you.

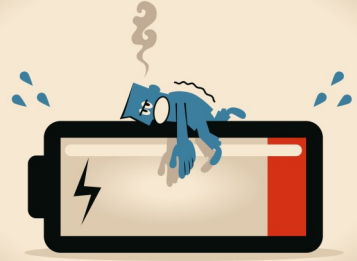
Project a professional image. Dress in business casual or interview attire. Interact with recruiters on your own, not with a group of friends. Smile, introduce yourself, and make good eye contact. Leave recruiters with a positive first impression!



Follow-up with recruiters after the fair. Take notes to keep track of contacts and next steps. Request business cards from the recruiters you meet, and follow up with them later. Consider sending them a LinkedIn connection request, thanking them for their time and reiterating your interest in their organization. Alternately, you can send them a professionally-written note or email.

Quick tip: Maintain your energy!

Career fairs can be tiring, but first impressions matter. Each time you meet a new recruiter, convey your enthusiasm. Smile, shake hands firmly, and project your voice. Be sure to take breaks when you need them. Don't let your "battery" go dead!



Sell yourself with a 30-second "elevator speech."

If you were to step into an elevator with another professional, you'd have approximately 20-30 seconds to chat. What would you want that person to know about you? An "elevator speech" or "elevator pitch" is a brief, compelling introduction of who you are and what you do. Elevator speeches can be useful in many networking situations, including career fairs!

How to communicate professionally using an elevator speech:

1. Shake hands and introduce yourself: your name, year in college, and major/minor.
2. Demonstrate your interest in their company. Provide a few examples of your experiences, such as internships or coursework, that relate to the field.
3. Provide a few examples of specific accomplishments that make you a valuable employee.
4. To finish up, request additional information. For instance, "If your company offers internships, I would appreciate the name of the person in charge of that program, or perhaps I could meet with you in person to find out more about your organization."
5. Thank them for their time. Let them know you'll be in touch, and then make sure to follow up!

Sample "Elevator Speech"

"Hello, my name is Taylor. I'm a senior Business Administration major and marketing minor at Viterbo University. I've heard your company is looking for new graduates with a background in marketing. I just completed a marketing internship with ABC Company, where I created a new logo and redesigned the company website, increasing traffic to the website by 80%. I have a lot of energy and creative ideas to bring to the workplace. I'd love to send you a copy of my resume in case you hear of any openings in your company."



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