

# PREPARING FOR A CAREER FAIR



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## **Before the event:**

1. Review the list of businesses and non-profits attending the fair.
2. Research each organization of interest to you.
3. Create your Top 10 Target list so you have a game plan for the fair
4. Make sure your resume is well-written and professional. Schedule an appointment with C3 through Handshake for help.
5. Print 20-25 copies of your resume and business cards. Resumes should be on nice quality paper. Business cards are great to hand to employers as a way for them to remember you. C3 can print a minimal number of both – contact us!
6. Develop and practice your elevator speech .
7. Plan your outfit. Make sure it is appropriate and clean.

## **During the event:**

1. Dress Professionally! Think business attire. Dark slacks/dress pants, button down shirt/blouse, and jacket. Be well groomed and keep accessories to a minimum.
2. Be prepared to approach employers – they expect you to take the initiative and introduce yourself.
3. Use your elevator speech to introduce and give a brief introduction of who you are.
4. Deliver a solid handshake, make eye contact and smile!
5. Get business cards from employers and take notes on what you spoke about (*tip* – make notes on the back of the business card if there is room).
6. Meet with employers who are NOT on your Top 10 list first to get rid of any nervousness.
7. Arrive early – career fairs can get crowded, so if you want more time with the employers, be one of the first to arrive.

## **After the event:**

1. Follow up—within 24 hours, send a thank you letter making sure you individualize each follow-up message, touch on what was unique about your conversation (use what you wrote on back of the card), and thank them for taking the time to speak with you. This thank you letter can be a hand written, mailed note, a typed business letter or even an email. The most important thing is to DO IT and do it immediately after the even.
2. Send a LinkedIn connection request and make sure you add a personal note to the request that reminds them that you met at the career fair.
3. Review how it went—what did and did not go well. How can you improve for the next event? Was there anyone you were not able to talk to? Contact C3 and we may be able to help connect you!



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