

Make a great first impression and turn conversations into opportunities.

How to prepare

❑ **Research Your Top 10 Employers**

Identify 10 organizations attending the fair. Look up their size, location, services/products, mission, recent news, and open positions. Use their website, LinkedIn, Glassdoor, and news articles. This shows you're informed and genuinely interested.

❑ **Update and Print Your Resume**

Make an appointment with Career Services for a resume review. Print 10-15 copies on quality paper and bring them in a folder or binder. Save a digital copy on your phone or email as a backup.

❑ **Prepare Your Elevator Pitch**

Create a 30–60 second introduction including: your name, major, and school; career goals or interests; a quick connection to the employer's mission or role; and relevant skills or experiences. Practice until it feels natural.

❑ **Plan Smart Questions**

Prepare 2–3 thoughtful questions for each recruiter (e.g., career paths, training opportunities, workplace culture). Avoid asking questions that are already answered on their website.

❑ **Dress Professionally**

Business casual or professional attire is recommended. Be well-groomed: neat hair, minimal jewelry, clean shoes. Focus on the top 12 inches; your face, hair, and collar area are most visible.

The Career Fair

❑ **Be Strategic**

Take 5–10 minutes to review the map and list of companies. Prioritize employers aligned with your goals or major.

❑ **Make Strong Impressions**

Wear your nametag on the right side so it's easy to read when you shake hands. Approach recruiters with a smile and handshake (if appropriate). Use your elevator pitch and ask prepared questions. Be enthusiastic and show your knowledge of the company.

❑ **Practice Professional Body Language**

Maintain eye contact. Stand tall, don't cross your arms. Don't fidget, rock, chew gum, or look around while speaking.

❑ **Take Notes & Ask for Contact Info**

After each conversation, write down key points, names, and next steps. Ask if they're collecting resumes. Request a business card or email for follow-up. Pick up handouts or brochures, not just the freebies.

After the Career Fair

❑ **Send Thank You Emails**

Email recruiters within 1–2 days. Mention something you talked about to personalize it. Express your interest in any openings discussed.

❑ **Follow Up on Applications**

If you haven't heard back in 2–3 weeks, follow up with a polite message: "I'm following up on my application for [position] after meeting at the career fair. I'm still very interested in the opportunity and would appreciate any updates."

❑ **Keep It Professional**

Use a professional email address (e.g., firstname.lastname@email.com). Make sure your voicemail is clear and free of music or informal greetings.