Career Fair Success
Career Fair Preparation & Success

• Reasons for attending a Career Fair
• Preparing for Career Fairs
• First contact and networking
• Following up with employers
Why Employers Attend Career Fairs

- To make contacts with future employees
- To promote their companies & increase student awareness
- To fill part-time, full-time jobs and internship positions
Why Should You Attend?

• To learn more about career options
• To make contacts with employers
• To learn about companies
• To get a job or internship!
Get Started

• Set Goals
  – What do you want out of this experience?

• Do your homework
  – Find out which companies are attending (use Aztec Career Connection)
  – Research the companies of interest beforehand
  – Identify why your skills and background would be a good fit
  – Practice your approach for meeting representatives
Prepare Your Resume

• Resumes
  – clear and concise
  – version(s) tailored according to targeted companies
  – free of grammar and spelling errors

• Make enough copies and have them ready

• Attend our resume workshop if needed

• Have it reviewed as needed
Attire

- Dress appropriately (business casual/business professional)
- Wear **clean**, comfortable clothes
- Groom as needed
- Avoid excessive use of cologne, jewelry or other accessories
- First impressions matter to potential employers
Practical Tips

• Turn off your cell phone
• Bring a pen
• Leave your friends, parents and other relatives at home
• Create a checklist of employers to target
• Have more than enough resumes
• Schedule in enough time to meet with all your companies of interest
First Contact

• Circle the venue and observe

• Be ready with a 30 second commercial:
  – Introduce yourself
    • Your name
    • Your major
    • Your qualifications
    • Your goals
  – Relate your skills and interests to the needs of the organization
Take Control!

• Show the recruiter you are energetic, thoughtful and confident
• Have good questions prepared
• Make eye contact and smile
• Avoid distracting mannerisms
• Give a good handshake
• Try to distinguish yourself as unique and memorable
Ask Questions – Be Prepared

• **Ask questions** that show you did your homework; you know about the industry.
  – Examples:
    • I read that you prefer (not require) Finance majors, would a Management major with Finance courses qualify me for this position?
    • Would my leadership experience on student organizations qualify me for this position?

• **Avoid questions** that are too general, could easily be found beforehand, and that are not engaging.
  – Examples:
    • What does your company do?
    • Do you have any jobs? I’m willing to do anything.
Follow Through

• Get the recruiter’s business card
• Inquire about their hiring schedule
  – How many positions open?
  – When will they be extending interview offers?
  – Best/appropriate way to contact them?
• Set-up a time to call back or make contact
Remember

- Many jobs come through personal contacts
- You can make these contacts during a career fair
- Although recruiters are busy, they came to SDSU to find students - don’t be shy
- Follow-through. If you agree on a time or action, DO IT
- It is your responsibility to initiate and maintain this relationship
Final Tips

• Practice and learn how to market yourself
• Keep adding to your network
  – ask recruiters for relevant contacts (if applicable)
• Use your contacts appropriately
• Send “thank you” notes/emails
  – This really makes you memorable
Career Services

Office Hours:
Mondays–Fridays 8 am - 4:30 pm

Walk-ins (Fast 15) Hours:
Mondays–Thursdays 1 - 2:45 pm
Fridays 10 - 11:45 am

Location:
SSE-1200

Phone:
(619)594-6851

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