

**Before the Job Fair****□ Prepare yourself**

Your approach to the job fair should be similar to that of an interview. This means dressing appropriately as well as being prepared to answer and ask relevant questions. Revise your resume and have it reviewed by your Career Consultant prior to the job fair. Review your resume, experiences, and career goals in order to successfully discuss your qualifications with employers.

**□ Research the employers**

In order to have the greatest impact at a job fair, you need to research and explore the employers that will be attending. Each job fair should have a website where you can obtain a list of employers and their available positions. Identify the employers you would like to meet and visit their websites to learn more about their organization, including: what they do, who their clients are, and jobs/internships they have. Take notes about the employers you plan to target, and review your notes the day of the fair.

**□ Practice your elevator pitch**

Developing your Elevator Pitch (or Professional Self-Introduction or just Introduction) is useful in introducing yourself at career fairs. It was originally named Elevator Pitch from the concept of selling yourself or your business to a complete stranger from the time it would take to enter an elevator until you reach your desired floor.

**Outline of the pitch:**

- Who I am: Begin by telling the recruiter your name, year in school, university, and major. List anything unique about your course of study.
- What I can offer: Next, discuss your accomplishments/skills most relevant to company or job. Include 'evidence' through projects, classes, internships, research, on-campus jobs, service, leadership and activities
- Why I am here: When discussing why you are here, you're telling the recruiter what it is you are seeking. 'Here' can be job fair, networking event or online application. Mention why you are interested in this company or how your skills/experiences align with their needs.
- What I hope happens in the future: Lastly, indicate how this company/position aligns with your professional goals and what areas you would like to develop further. Also mention what you hope happens as a result of this meeting (Get an interview? Stay in touch on LinkedIn?). You can end with a question that invites the listener to join in the conversation.

**Example pitch:**

“Hi, my name is Jon Ling and I will be starting my junior year in the Social and Decision Science major in the School of Humanities and Social Sciences with an interest in consumer research and product development. I am also the President of the undergraduate Entrepreneurship Association. I’m very interested in gaining experience in product development with a firm such as P&G, which continues to set the industry standard for analyzing consumer behavior and developing cutting-edge products. I’d like to learn more about internship opportunities within your organization.”

Check out the [Elevator Pitch Quick Tips](#) for more advice and examples!

**During the Job Fair****□ Plan a strategy**

If available, get a map which lists all of the employers and their location. Use the information to locate the employers you want to visit, and plan a strategy to make the best use of your time.

**□ Review your notes**

Job fairs are notorious for long lines, so take advantage of your time while waiting. Study the notes you prepared prior to the job fair to make sure that you know about the employer before beginning your conversation. Additionally, review your elevator pitch to ensure you highlight your skills, experience, and qualifications.

**□ Talk with employers**

Once you have an opportunity to approach an employer, introduce yourself, offer a firm handshake, and hand them your resume. Deliver your elevator pitch and then ask questions to learn more about available position(s), the organization, or its hiring practices. Before ending your conversation, inquire about the suggested follow-up process and ask them for a business card or their contact information.

**After the Job Fair****□ Follow-up with the employers**

After the job fair, follow-up with the employers you interacted with by writing them a thank you email or connecting with them on LinkedIn. When following-up, be specific about where and when you met the employer and attach your resume. Provide any follow-up information the employer requested including transcripts, cover letter, or job applications.

**Need additional help?**

Meet with your Career Consultant to help you get ready for the job fair. Also, check out [Handshake](#) for a full list of campus job fairs and employers.