

# Career Fair Preparations and Expectations

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## The purpose of a career fair is to:

- Learn about companies/employers
- Discover and learn about job / internship opportunities
- Network and begin building relationships with employers of interest
- Introduce yourself to employer representatives by sharing your resume and background

## Prior to a career fair:

- Update your resume and any other application documents and upload them to your Handshake profile for employers to view
- Research employers registered and create a target company list of 6-8 employers you want to speak with during the fair
- Sign up for time slots to meet with company representatives during the fair
- Prepare and practice your professional introduction/elevator pitch

## During a conversation with an employer:

- Share your professional introduction, information on your background and what you're looking for
- Ask your prepared questions (remember: it is important to prepare ahead of time and be sure your questions cannot be easily answered on the company website)
- Remain conversational and be mindful of their time—this is not an interview
- Ask about specific job or internship opportunities, but understand that they may not be the right person to answer questions about a particular role
- Take notes of who you interact with and ask for contact information so you may follow-up after the fair

## What NOT to do during a virtual career fair:

Avoid...

- Copying and pasting your professional introduction into the chat of a group session unless asked to introduce yourself
- Using unprofessional, casual language in text-based / verbal conversations
- Requesting time to speak with multiple representatives with the same company
- Expecting to immediately receive an interview or job/internship offer after the fair

## After the career fair:

- Follow next steps and directions given to you by the employer
- Send "thank you" emails to each employer contact you spoke with
- Connect on LinkedIn with the people you spoke with
- Apply for positions you discussed with employers
- Utilize [Big Interview](#) resource in Handshake to practice for any upcoming interviews

## Potential career fair outcomes include:

- A follow-up conversation with an employer
- An invitation to an interview
- Expanding your networking contacts
- Gaining knowledge on companies and job or internship opportunities
- **Please note:** A job or internship offer is not an immediate outcome of a career fair