

## Before the Career Fair

- See **Handshake** for event details, registration to attend, and list employers/opportunities available at event.
- Identify your top ten organizations and begin researching basic information about them including size, location, products and services, history, financials, and mission/vision statement. Use resources such as the organization's website, LinkedIn, Glassdoor, and news articles.
- Polish your resume. Stop by Career Services Office during our drop-in hours to review your resume.
- Print 15-20 copies of updated resume and bring to the career fair in a portfolio or binder.
- Review and practice your answers to common questions such as "Why did you choose your major?" and "Why are you interested in our organization or this particular position?"
- Prepare a few questions to ask recruiters. Questions that can't easily be answered on organization's website.
- **Create and practice your elevator speech**, a 15-30 second introduction to who you are and why you are interested in the organization. **See back of sheet for examples.**
- Prepare your attire. Wear a business suit in a conservative color such as black, brown, navy, or gray with a white or pastel collared shirt and closed toed comfortable shoes. All tattoos must be covered and jewelry worn minimally. Keep cologne/perfume to a minimum. Coats should be checked and book bags left at home.
- Remember to bring a pen, paper, and portfolio to write down notes, recruiter names, next steps, and collect literature and/or business cards.

## During the Career Fair

- Pick up a fair map and nametag at Career Services check-in station. Locate your top ten organizations on the map. Place below your right shoulder.
- Don't travel in groups. This isn't a social event; it's a chance for you to market yourself as a future employee.
- Build a relationship with each recruiter by smiling, offering a firm handshake, and making eye contact.
- Use your elevator pitch! **See back of sheet for examples.** Demonstrate a positive, friendly, and conversational demeanor.
- Gather information and materials from each organization, including business cards when possible.
- Showcase your enthusiasm and knowledge while asking your prepared questions. Your questions will help you gain an in-depth understanding of the organization and its opportunities, allowing you to assess your fit.
- Take notes after each conversation and identify next steps, including filling out an online application.

## After the Career Fair

- Send thank-you notes to recruiters you met at the Career Fair within 24 hours, not only to thank them for their time, but also to express your interest in the organization and its opportunities. Have someone proofread your note before mailing or delivering.
- Apply to the companies with whom you have an interest.
- Create a system to organize your materials, notes, and contact information.
- Plan to follow up with recruiters if you do not hear back from them regarding your job or internship application 2-3 weeks after the career fair. You may say something like, "I am following up to find out the status of my application." Remain professional.
- Use professional contact information. Your email address and cell phone voice mail message should be professional.

# Career Fair Tips for Success

## Elevator Pitch Examples

Hello! My name is Amanda Smith and I am currently a senior studying managerial marketing here at Kent State University. I'm focusing my job search in the communications and public relations field and recently completed a PR internship with the Cleveland Browns. One of my projects there was to analyze our social media followers and develop a strategy to engage more female consumers. I really enjoyed it and was able to present my findings to our senior marketing and PR leadership team at the end of my internship. I noticed that your company is utilizing multiple social media channels and is looking for a social media manager. Can you tell me more about this opportunity?

Hi, my name is Adam Jones and I am a junior majoring in business management. I'm very excited to see your organization here today because I've had an interest in working in the non-profit sector since I was in high school. I discovered my strong interest in non-profits through my weekly volunteering with Habitat for Humanity. My experience at Habitat has allowed me to develop teamwork and leadership skills which I know are also your organization values. I am really interested in the summer fundraising internship that is posted on your website and was hoping you could tell me a little more about it today.

Hi, I'm Anita Jobb and I'm a sophomore here at Kent State. Your organization recently spoke in my entrepreneurship class about the importance of networking and getting involved on campus. I decided to take on a leadership role in my sorority after the presentation. I am currently serving as the chapter secretary and have strengthened my organizational skills as well as my ability to form relationships across campus. I'm excited to bring these skills with me to an internship this summer. I recently completed an online application for your marketing internship and am curious what the next steps are in the application process.

## Create and Practice Your Own Elevator Pitch:

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