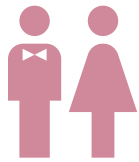


Mastering the art of a Career Fair



Look the part and dress for success

Approach a career fair like an interview: make sure you are well-groomed and dressed to impress. Trade in your jeans and t-shirt for conservative business attire to make a great first impression.



Prepare an elevator speech

Be prepared to talk about how your knowledge, skills, and accomplishments will benefit a potential employer. Make it sound conversational and natural. End with an action request, e.g. ask for contact information.



Do your homework

Find out which organizations are attending the Career Fair Conference by visiting your myCareer dashboard or the website. Do some research and explore the companies that interest you, focusing on mission, culture, and skills valued.



Collect contacts

Ask for contact information from each person you speak with, and follow-up with them after the Career Fair Conference.



Update your résumé and social media profiles

Your résumé should be clear, concise, up to date and targeted to the company. Have a digital PDF copy ready to submit online to recruiters and hiring managers. Take the time to update your social media profiles to ensure they match the information presented on your résumé and showcase your professionalism.



Make the most of your time

Prioritize your time so that you network with as many employers as possible. Speak first with the companies that interest you the most.



Prepare responses to questions

Your goal is to chat one-on-one with recruiters. Prepare short accomplishment stories and responses to typical interview questions. Keep responses concise (60 secs) and sprinkle your responses with a few of the keywords you found in the job posting or through your research. Don't forget to prepare a few questions to ask recruiters; asking well-thought out questions is a sign of your strong interest.



Prepare your space

Test your technology – Internet reception, connection speed, webcam, and microphone quality. Be sure to find a clean, quiet and well-lit space.

It's all about networking

Research! Find out everything you can about the companies that interest you the most. Use this knowledge for follow-up questions.

First impressions, lasting impact! Treat every networking opportunity like a mini interview. You only get one chance to make a good first impression.

Be concise! Keep it short. This is where your well-practiced "elevator speech" will come in handy.

Follow-up. Send an email the next day to each employer you spoke with. Very few job seekers will follow-up, so this will set you apart.

Network online. If the company is on LinkedIn, add them to your connections.

For help building a résumé or for more information on topics discussed, visit the myCareer portal to schedule an appointment with a Career Advisor.

Preparing for a Career Fair

Career Centre staff members are here to help you conquer the Career Fair like a pro. Here are some tips that will help set you up for success.

6 things to bring to a Career Fair

1. **Digital PDF copies of your résumé.** Be sure that it represents your knowledge, skills, and abilities effectively. It needs to look professional, be easy to read, and be free of typos. If you are looking at several career options, you may want to have more targeted résumés prepared.
2. **A smile, appropriate body language, and a positive attitude.** It may seem obvious, but first impressions are everything. Eye contact is very important to demonstrate interest and engagement. Making eye contact means looking directly into the camera (not at yourself or the other person).
3. **Energy and focus!** Create a spreadsheet or make a list of the companies you plan to meet with; use this list to collect contact information and track your follow-up.
4. **Your confidence.** It is important to speak slowly and clearly during a virtual conversation. Be sure not to talk over the other person – give them time to finish asking or answering a question before speaking. Answer questions confidently and definitively, just like you would at an in-person event.
5. **Information about the organizations** that will be attending. Gather information as you would for a job interview. To maximize the brief time you have with each employer, you need to know how your skills and interests match their needs.
6. **Your professional communication skills.** During a virtual career fair much of your communication will be done through written interactions in chat or texting form. To make a great first impression, you'll want to demonstrate strong written communication skills. Spelling and punctuation matter, and slang or shortened spelling of words are not appropriate. Just because you're sitting on your couch instant messaging doesn't mean you should forget to be professional—remember to address recruiters as "Ms." and "Mr." Be polite. Same goes for an in-person Career Fair, You'll want to demonstrate strong verbal communication. Speak clear and concisely. Avoid strong terms as well.

5 things to take away from a Career Fair

1. **Contact information** of the recruiters you have met. Use this information to write follow-up notes to those recruiters after the fair.
2. **Notes about contacts you made.** Have paper and a pen with you or use the Résumé Tracking List provided to write down details about particular organizations, including the names of people who you met with. Take a few minutes after you leave each virtual session to jot down these notes.
3. **Information about organizations you have contacted.** Most recruiters will have information to share, including company brochures, position descriptions, and other data. Be sure to organize these electronic pieces for easy reference.
4. **A better sense of your career options.** If you have utilized the event correctly, you will have made contact with several organizations that hire people with your skills and interests. In thinking about their needs and your background, evaluate whether each company might be a match for you.
5. **Self-confidence** in interacting with employer representatives. A Career Fair gives you the opportunity to practice your interview skills. Use this experience to practice talking about what you have accomplished and what your interests are.

5 things not to do at a Career Fair

1. **Don't be impatient and leave a session, chat, or booth if a recruiter does not respond in a timely manner.** They may have multiple conversations going on simultaneously.
2. **Don't sit/stand passively waiting for recruiters to initiate a chat with you.** Take the lead.
3. **Don't come dressed for the gym.** A Career Fair is a professional activity, make sure you're dressed appropriately.
4. **Don't "wing it" with employers.** Do your homework! You'll be able to figure out why you want to work for the organization and what you can do for them prior to meeting them.
5. **Don't expect to be hired on the spot.** Follow-up on job opportunities that you discovered during the fair by sending an email to those that you spoke with.



For help preparing a résumé or for more information on topics discussed, visit the myCareer portal to book an appointment with a Career Advisor.

Crafting your **elevator pitch**



A quick introduction

(name, college program or specialty and year, something personal or memorable that is related to the job)



Plans for the future/career goals

(I'm interested in a career in...)



Steps you've taken to get there/experience

("last summer I interned with..." or "I'm an active member of..." or "my classes in... have taught me..." or "currently I am working for...")



What can you offer? (added value)

("this summer I'd like to work at your company because..." discuss skills and how you would benefit the organization)

Practice, practice, practice (then solicit feedback)

Like anything else, practice makes perfect. The more you practice, the more natural your pitch will become. Remember, how you say it is just as important as what you say. Practice your pitch with a few friends and ask them what they thought your key points were. If their response doesn't square with your objective, the pitch still needs work.



For more Elevator Pitch resources, visit the Career Prep Online Modules, which can be accessed from your myCambrian dashboard.

Questions to ask representatives

Take advantage of this opportunity to obtain first-hand information about careers that interest you.

Consider asking the following questions:

What types of jobs does your company/organization have for college graduates?

What are typical entry-level positions in this field? What duties and responsibilities do these positions entail?

What academic background would be most helpful in preparing me to enter this field?

What kind of work experience (part-time, summer, co-op) would be helpful to me?

Are there extracurricular activities I can pursue which will help me to prepare for work in this field?

What criteria does your company/organization use to assess candidates during interviews?

What advice do you have for a graduate entering this field?

Are there internship or co-op opportunities in this field?

Does your company have training programs for its employees?

What are the opportunities for career advancement?

How has COVID-19 had an impact on your organization and how you do business?

Build your network with LinkedIn

Do you have LinkedIn? If not, you should!

LinkedIn has become a great online tool to market yourself. More and more recruiters are using social media for employee prospects.

LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career. You can access LinkedIn from a desktop, LinkedIn mobile app, mobile web experience, or the LinkedIn Lite Android mobile app.













A complete LinkedIn profile can help you connect with opportunities by showcasing your unique professional story through experience, skills, and education. You can also use LinkedIn to organize offline events, join groups, write articles, post photos and videos, and more.

- LinkedIn is a social network that focuses on professional networking and career development.
- You can use LinkedIn to display your résumé, search for jobs, and enhance your professional reputation by posting updates and interacting with other people.
- LinkedIn is free, but a subscription version called LinkedIn Premium offers additional features like online classes and seminars, as well as insights into who's searching for and viewing your profile.



To access the LinkedIn Learning training,
visit the Cambrian IT Support section of your myCambrian student dashboard.

The screenshot shows a user interface with two columns: 'Links' and 'Resources'. In the 'Links' column, the 'LinkedIn Learning Training' link is highlighted with a red rectangular box. The 'Resources' column lists various IT support articles.

| Links | Resources |
|--|---|
|  Submit IT Ticket |  01 IT - Student Home Use Software |
|  College Email |  02 IT - Student Office 365 Accounts |
|  Office 365 |  04 OnTheHub |
|  LinkedIn Learning Training |  05 How to reset your Network Password off campus |
|  On The Hub |  06 How to reset your Network Password on campus |
| |  07 myCambrian Password Reset |
| |  08 How to connect to the College's Wireless Network |