Career Fair -
The Keys to Your Success

Overview
- Career fairs are special opportunities for you to meet employers face to face to explore your career options and seek out employment opportunities. This is one of your first small steps in the job search process.
- If you're a senior, you should be prepared to actively seek a full-time employment opportunity.
- If you're a sophomore or junior you should be asking about internships and career options.
- If you prepare ahead for the career fair you'll have greater success.
- REMEMBER, employers choose to attend these fairs. Make it worth their time.

BEFORE the Fair
- PLAN a strategy - do you want to learn about different companies, apply for specific jobs, or both?
- Prepare a one-minute "commercial" about yourself. Who you are, what you've accomplished and what type of position you're looking for. Mention previous work experience or transferable skills
- Have a general idea of the type of job you're seeking and the information you want to gather about companies, industries and geographic locations.
- RESEARCH the companies you are most interested in talking to. Career Services keeps an updated list of attendees on their website at http://www.utsa.edu/careerservices
- Plan on talking to as many recruiters as your time allows BUT decide which ones are your FIRST and SECOND priority so you can use your time effectively. You probably will not be able to talk to everyone.
- RESUME - prepare and proofread, then do it again. Bring enough copies - a minimum of 20. Errors in your resume give hidden messages: (1) you don't pay attention to detail and (2) you're not serious about your job search. Is that what you want to convey?
- PORTFOLIO - Bring one to hold resumes and corporate literature and to take notes. Include samples of your best work if appropriate.
- ATTIRE - Dress appropriately. Even though "casual" attire may be more common, your outfit tells recruiters if you are serious about your job search. Wear comfortable shoes - you'll be standing in lines and walking around.

<table>
<thead>
<tr>
<th>When might you interview with them?</th>
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| 0-2 weeks                          | 50%  
| 2-4 weeks                          | 31%  
| 4-6 weeks                          | 13%  

**DURING the Event**
- Arrive early to avoid long lines and the “midday crunch”.
- Familiarize yourself with the layout of the fair and location of companies.
- Be **CONFIDENT** and **PROFESSIONAL**.
- Be **ENThusiastic** - one of the most important attributes sought by employers.
- If you have time, talk to organizations that you had not considered before.
- While waiting in line, pick up company literature and absorb it.
- **LISTEN** to what the recruiter is saying.
- **NETWORK** - while you wait in line, talk to others attendees.
- **BE ASSERTIVE** - shake hands and introduce yourself when you reach the table.
- Be ready to ask good questions. Find out - politely - if you are talking to an HR representative or a hiring manager.
- Don’t monopolize the recruiter’s time especially if there’s a line - 2 to 3 minutes should be your goal unless the recruiter indicates otherwise.
- Try to get a Business Card or at least a contact name.
- Before leaving, revisit companies that you are especially interested in.

**AFTER the Fair**
- Make notes after you’ve talked to a recruiter so you’ll remember your discussion and can refer back to it later.
- Develop a Career Action Plan and follow it.
- FOLLOW-UP with employers. Ask when you should expect to hear from them or what the next step in the hiring process is.
- Write a letter thanking them for their time.
- You can send an additional resume in your thank you letter, pointing out your strengths.
- Be sure to check and sign-up for On-Campus Interviews which may be conducted with some companies.

**COMMENTS FROM EMPLOYERS:**

**DO:**
- Bring a pen to write with
- Have a focus
- Ask questions
- Know something about company
- Dress neatly or professionally
- Make eye contact
- Leave your backpack in the car if you can.

**DON’T:**
- Give a weak handshake
- Fidget
- Chew gum
- Ask about salary
- Leave your resume at home
- Not being willing to relocate
- Just grab free stuff
Recruiter's Favorite Questions--
or what they want you to ask

- What's a typical day like for an entry-level candidate?
- What kind of training programs do you have for new hires?
- What do you like most about your position? About working for your company? Least? How long have you been with the company?
- What qualities do you feel are most important in an employee?
- Are there any courses that I should take that will help me in the workplace?
- What’s the company culture like?
- How do people do things, is it a team-oriented place?
- What are the priorities for the job right now?
- I’m very interested in [relevant skill]. Would it be better to apply for a position in [department X] or [department Y]?
- What suggestions would you have for a student in their last year of school? How can I make myself better prepared for the world of work?
- What’s the next step in the hiring process? When should I expect to hear from you? How long does the hiring process take? Could I have a business card?
- What do I need to do to obtain a second interview with your firm?

TIPS

- Have some kind of career objective even if it’s very general. Employers don’t want to hear that “You’ll do anything”. Discuss career paths with your Career Services counselor at least 1-2 weeks prior to the event.
- Rehearse responses to expected questions - don’t wait until you get there and expect to “wing” it.
- If GPA is mentioned (which it often is) be prepared to discuss it. If it’s not as stellar as you would like you could mention GPA in major or last 60 hours but be prepared…
- Ask intelligent questions. DON’T ask “What does your company do?” (you should already know this) OR “What kind of jobs do you have?” OR “How much do you pay?”.
- First impressions can make or break you. Shake hands and smile when you introduce yourself.
- BE FLEXIBLE

Follow-up expected from interested students

<table>
<thead>
<tr>
<th>Follow-up</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Cover letter</td>
<td>58%</td>
</tr>
<tr>
<td>Phone Call</td>
<td>55%</td>
</tr>
<tr>
<td>Completed application</td>
<td>48%</td>
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</tbody>
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Create Your Own 1-Minute Ad/Bio

Taken from The Ten Minute Guide to the Job Interview, Dana Morgan, 1998

Design your one-minute bio, then practice until it feels comfortable. Write brief answers to the following questions then arrange the information into a progressive format. Use this exercise as a guide. Add or exclude information as your situation warrants. Just make sure you stay within 1-2 minutes.

1. I am currently attending (or recently graduated from)________ majoring in (or a degree in) _____________________________.

2. I will graduate ____________.

3. I am looking for an internship/full-time employment in ________.

4. Two of my greatest strengths are ____________ and ____________.

5. I have worked/studied in ________ (company/major) and have gained a solid base in ____________________(knowledge learned or skills used).

6. My career goals are ____________________. I am interested in your company (or position) because _____________________.

What will employers do at the career fair?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Provide company information</td>
<td>97%</td>
</tr>
<tr>
<td>Provide information on openings</td>
<td>97%</td>
</tr>
<tr>
<td>Discuss company benefits</td>
<td>84%</td>
</tr>
<tr>
<td>Discuss salary</td>
<td>45%</td>
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<tr>
<td>Formally interview students</td>
<td>13%</td>
</tr>
<tr>
<td>Make job offers</td>
<td>13%</td>
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