

8 Keys to Success at CCSF Mission Job Fair on Wednesday, October 5th, 10am-1pm

Companies attend Job Fairs to meet and screen a large volume of potential job candidates.

These eight career fair strategies for job-seekers will improve your odds of not being screened out and should increase your chances of obtaining a second interview. Good luck

- 1. Research Registered Employers.** You can get a huge jump on the competition by getting a list of the companies attending the fair and doing some research on each of the companies you want to interview with; don't waste time with companies that do not interest you.
- 2. Take Multiple Copies of Your Resume.** Bring lots of resumes to the fair — at least two for each company for which you have an interest. If you have multiple interests or job objectives, make sure you bring enough of each version of your resume.
- 3. Wear Appropriate Attire.** Conservative business attire is essential, because image and first impressions are critical. Know what the expected attire for your profession is and dress accordingly. It is always better to be overdressed than underdressed.
- 4. Develop Fair Strategy.** You need to devise a strategy or plan of attack for the fair. Make a list of the companies you are interested in. The second step is seeing if any new companies have registered when you arrive at the fair. The third step is surveying the layout of the fair and determining an order of interviewing.
- 5. Prepare to be interviewed.** You may only have two to five minutes to market yourself and protect yourself from being screened out, thus you need to make the most of your time. Develop a one-minute "commercial" that highlights the key benefits that you can offer the organization — and then use it at the beginning of the interview. Also remember the three keys to all interviews: make eye contact, offer a firm handshake, and show enthusiasm. You should also prepare answers to potential job fair interview questions "what are you here for today?" Make sure you've done your homework and can tailor your answer to your interests and the company's interests, thereby marketing yourself. Also, have some questions to ask: "What do I need to do to obtain a second interview with your firm?" Finally, make sure to avoid poor communication bad habits, such as fidgeting, rocking, chewing gum, etc
- 6. Manage Intangibles.** There are several other things you can do to help make your career fair experience a success. 1. Make sure to interview only with all the companies you want to work for. 2. If you did not prepare for a company you want to interview for, try eavesdropping on several of the interviews ahead of you and get some company literature from the booth before getting in line. 3. Extend common courtesies, such as offering to get the recruiter a beverage or snack; 4. if your ideal company is hiring computer technicians and you want to work in accounting, do still interview with the company at the fair, being sure to leave the interview with the contact information of the person responsible for hiring in that area; don't be discouraged and walk away.
- 7. Network with Everyone at the Fair.** Build a network with the recruiters — this task is your most vital. However, you can also network with your fellow job-seekers in terms of sharing information about job leads, companies, and their recruiting strategies and styles.
- 8. Follow-up with all Key Recruiters.** This is very important. You would be surprised at how few job-seekers actually take the time to follow-up their career fair interviews, thus when you do it, you will get an edge over the many others who do not. There are two main methods of follow-up. Some experts suggest actually calling the recruiter the evening of the fair and leaving a voicemail message thanking the recruiter again for his/her time that day. A more concrete and traditional method is to write a thank you note and mail it the next day to the address on the recruiter's business card. In the letter, thank the recruiter for his/her time, restate your interest and qualifications for the position, reiterate your interest in a second interview, and make a promise to follow-up the letter with a phone call (and then make sure you do in fact call). You probably should enclose another copy of your resume to be sure. (K.Ryan, 9/23/16)