

Be Prepared: Think about what you expect to gain from the event—what are your career goals? Review the list of companies PRIOR to the event and research a few that you would really like to meet in person. Dress professionally, as you would for an interview. A list of attending companies is typically made available a week before the event on campus.

Bring Copies of Your Resume: Invest in a portfolio to keep copies of your resume, a pen and a place to put business cards that you collect during the event. 20+ copies of your resume on resume paper are a good number. You can bring more or less depending on your goal for the event.

Practice Your Introduction: Is your handshake a ‘floppy fish’ or a bone-crunching experience? Practice your handshake. Rehearse a brief introduction or a ‘one minute summary’ (your name, major, interest in company, type of job you are seeking, skills and qualifications).

Plan Your Strategy: Understand the layout of tables or ask a staff/volunteer for assistance. Take a moment to go through the Career Fair booklet or program, usually provided to you at the door. Get a sense of which companies you would definitely like to visit at the event.

Check Your Attitude: Be optimistic, but have realistic expectations. Career fairs are an excellent way to network for a job. The fair may or may not directly lead to a job offer, but it is a great forum for building relationships with employers and learning about new opportunities.

Be Polite: Smile and be patient with all the people you meet. Recruiters are watching and listening to determine if you act professionally.

Gather Information: Pick up business cards and corporate literature for future reference. Avoid taking lots of toys and prizes.

Treasure Hunt: Be on the lookout for that one company that no one is checking out—the one where the recruiter is smiling because they know they’ve got something good, but no one has heard of them before.

Follow Through: Send a thank you note to companies you are interested in. Many companies have their applications online, so be sure to follow up by completing an online application