# CAREER FAIR ABCS

The following are the ABCs of making a career fair a success:

- **A**rrive on time. Don't wait until the end of the fair. Some employers may leave early to catch their flight or beat traffic.

- **B**ring your Resume - Before you let employers look at your resume, why not use the UCC's Document Drop program or stop by during Drop-In hours to review your resume?

- **C**ome Prepared!

- **D**ress for Success - Be sure everything is clean, pressed, shined, and matched. Standard colors such as black, gray, navy, or tan are best.

- **E**ye Contact - The first impression that you give employers is important.

- **F**eeling nervous or overwhelmed? Corporate employers, government agencies, and non-profit organizations all under one roof, can be intimidating at first. Remember to breathe and calm your nerves before greeting an employer.

- **G**et "the lay of the land" – Make a pass or two through the fair to figure out where your top employers are located.  It there is a map, use that to mark employers to come back to visit.

- **H**ave a plan - There is no way that you will be able to visit every single employer. Do your research beforehand on the organizations that you want to visit and the positions that are available.

- **I**nvest in a professional portfolio - This is a great tool to carry your resume copies, a memo pad and at least 2 working pens.

- **J**ewelry is fine and should be limited and not distracting.

- **K**now yourself - Knowing your career goals and the skills you can offer will help you market yourself to employers. What are your skills, accomplishments, and goals?

- **L**earn about the organization - Asking questions about the organization displays to the employer that you have done your research and reiterates your interest in working for them. Avoid asking obvious questions that you should know from your research such as, "What does your organization do?"

- **M**ake a good impression - Before attending, look in the mirror and practice your smile.

- **N**eed help before the career fair? The UCC is here for you.

- **O**btain a list of the attending organizations before the career fair - For a list, log into your Cardinal Careers Account powered by Symplicity and/or check the UCC website.

- **P**ractice your "elevator pitch" or your introduction that provides an overview of yourself, skills, and interests.

- **Q**uiet your cell phone. When talking with an employer, the last thing you want is a distraction.

- **R**equest a business card, if available, from the recruiter – this allows you to send thank you notes and following up after the career fair.

- **S**tand up straight - Good posture displays confidence.

- **T**hank you notes - Be sure to send a follow up email or note to the organizations your visited, thanking them for speaking with you at the fair and indicating that you have completed any requested action items.

- **U**tilize your pen. Write down important application deadlines and additional notes about the people you meet at the career fair so that you can personalize thank you notes or emails.

- **V**isit an organization that is lower on your list first - Use this as practice before you visit the organizations at the top of your list.

- **W**hat do employers want you to know about them? Review their information in Cardinal Careers powered by Symplicity, their website, and search the web for independent information on them.

- **X**erox copy enough resumes - Better yet, print out using a laser printer. You don't want to run out of resumes.

- **Y**our skills and personality - Whether you want a full-time job or internship, focus on what you can offer the organization, not what they can do for you and your career.

- **Z**ip Code - Some of the organizations may, or may not, be local. Do your research beforehand.