

BEFORE THE FAIR



UPDATE & FINE-TUNE YOUR RESUME

The Career Center's Resume Writing Resources include helpful tips, information on applicant tracking systems (ATS), downloadable resume templates, a self-review checklist, and a link to ResumeAI software. Through ResumeAI, you can receive immediate feedback on readability, credibility, general format, and ATS fit.



Resources



PRACTICE YOUR ELEVATOR PITCH

Come prepared with a brief (30-second) summary to introduce yourself to employers. Share your interest in the organization and try to incorporate something relevant about the company that you learned as a result of your research. Tailor your pitch to the company/opportunity. Include information on the following:

- **Present:** Who are you? (your major, academic year, etc.)
- **Past:** What have you done? (relevant skills, classes/projects, work experience or accomplishments)
- **Future:** What is your career goal/goal for the conversation?



ATTEND CAREER CENTER PREPARATION EVENTS

Check the Events section of the Career Center website for resume workshops to help fine-tune your resume. Watch for events about networking and career fair preparation featuring industry representatives to seek advice, obtain a resume review, practice your elevator pitch, and discuss your questions about job fairs.



Events



PREPARE YOUR ATTIRE

Professional attire is appropriate for a career fair. When possible, a suit is the best option. If you do not have a suit, business casual attire is recommended. Dress for the job you hope to get at the fair. Make an impression that is polished and professional. Attire should be neat, clean and wrinkle-free.



PRINT YOUR RESUMES & DECIDE WHAT TO BRING

Bring enough copies of your resume for the employers you plan to speak with and some extra resumes, just in case! Keep your resumes in a convenient and professional place, like a nice folder or padfolio. Come prepared with materials to take notes about your conversations.



RESEARCH EMPLOYERS & CREATE A GAME PLAN

Access the Event in Handshake: Log in to Handshake and click "Events." Select the event you plan to attend. (For RMU events, click "Career fairs at your school" to narrow the search.)

Register: On the event page, click "Join Event" to register.

Research Employers: Click "All Employers" on the event page to search employers by job type, major, industry, etc. Review the Handshake employer entries which include information about the company/organization, their hiring interests, and a link to their website.

Explore Options: Try different search options and keep an open mind. Don't just focus on large or well-known company names. Also, be mindful that the Handshake employer entry may not list all current opportunities. If you are interested in a specific company but do not see your major listed, consider talking with the employer representative at the fair to inquire about opportunities.

Create a Game Plan & Prepare: Develop a list of employers you would like to talk with at the career fair who best align with your career goals. Review the Handshake listing and the company website for these employers. Prepare notes and a list of questions to ask.



Handshake

DURING THE FAIR



FOLLOW THESE TIPS:

Arrival: Plan to arrive with enough time to meet with your employers of interest. If possible, do not wait until the last hour of the fair to arrive, as some employer representatives may tire or need to leave early.

Check In: Stop at the Student Check-In table and get an employer map and a name tag.

Name Tag: Create a professional-looking name tag that clearly shows your name, major and program year.

Professionalism: Turn off or silence your cell phone before approaching employers. Maintain a professional demeanor at all times (while talking with employers, waiting in line, etc.).

Your Approach: Approach employers alone, not with a group of friends. You are there to discuss your interest and qualifications. Smile and show your enthusiasm, positive attitude and confidence!



REVIEW YOUR GAME PLAN

Look over the map to locate the employers you planned to talk to and review the notes you wrote during your preparation. Be open to talking with additional organizations as well.



MAKE EMPLOYER CONNECTIONS

Use your elevator pitch when introducing yourself, maintain eye contact and offer the employer representative a copy of your resume. (Please note that some employers who use online applicant tracking systems may no longer accept hard copy resumes.) Sample questions to ask:

- What entry-level positions are you currently recruiting for?
- I read about the [...] internship posted on your website. Can you tell me about the typical projects students complete in the internship?
- What skills and experiences do you seek in a candidate for this position?
- What traits are important to succeed at your company?
- What is your training and development process like for new hires?
- Can you tell me more about the hiring process for this position?

Answer questions concisely. Highlight your relevant skills/experience and knowledge of the organization.



COMPLETE THE CONNECTION

- If interested in a position, inquire about the employer's timetable for interviewing and the hiring process.
- Ask for the employer's business card and thank the representative(s) for taking time to speak with you.
- Periodically during the fair, find a quiet place to jot down quick notes about conversations with each employer including key topics discussed and reasons to follow up.

AFTER THE FAIR



RECONNECT

- Send a thank you email to employers of interest. Mention your conversation at the RMU career fair and if you followed through on an action step suggested by the employer, such as completing an online application. Thank them for their time/information and restate your interest in the organization/position.
- Consider following employers of interest on LinkedIn.com and sending a connect request to employer representatives you would like to add to your professional network.



ORGANIZE & CONTINUE YOUR SEARCH

- Develop a system for keeping track of recruiters and potential internship/job leads.
- Keep track of positions you applied for and the date. Save content of postings you apply to in case the link is later removed.
- Continue to participate in events and utilize the resources on the Career Center website.

