



How to Work a Career Fair











What's the point?

- Chance for students and employers to meet with one another
- Discuss potential internship and job opportunities
- Build your job search network
- Learn about organizations hiring UMKC students and graduates











What you need to prepare

Resume(s)

Elevator pitch

 Prioritized employer list and research notes







Resumes

- One page, up-to-date, error free, easy to scan quickly
- Bring multiple copies
 - And a few extra
- Multiple versions if needed
- No cover letters needed





Elevator Pitch

- 1. Identify your goal
- 2. Explain what you do
- 3. Communicate your USP (unique selling proposition)
- 4. Engage with a question
- 5. Put it all together





Elevator Pitch

Hi, my name is Brad. I am currently a sophomore student attending UMKC. I am currently studying business, specifically in the area of finance. This summer I did an internship with the XYZ Company and I hope to work for a local credit union next fall. Ever since I can remember I have always had an interest in numbers and I feel certain that this is something I want to do in my future career. Next summer I hope to get another internship learning more about how the international financial market operates which is why I am so interested in your company. Could you tell me more about your internship program?



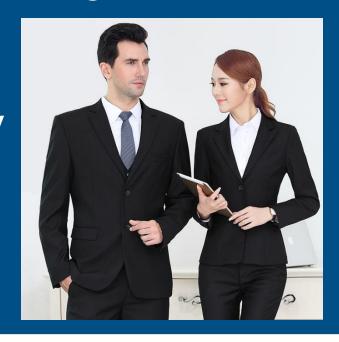


Employer Research

- Create your list of top employers
- Research the companies on your list
 - Website- Also, look at current openings
- Google news search
- Take notes on your research

What to wear

- Everyone
 - Traditional, conservative clothing
 - Neutral colors are best
 - Washed, pressed, polished
 - Groomed hair, styled neatly
 - Closed toe shoes



What to wear

Ladies

- Pants or skirt suit- dark colors
 - Skirt length should fall at or barely above knee
- White or light colored blouse, nice sweater, or a shell
- Minimal accessories and nothing too large
- Minimal or natural looking make-up



What to wear

- Gentlemen
 - Two piece suit- dark colors
 - Skirt length should fall at or barely above knee
 - White or light colored, long sleeve collared shirt
 - Conservative tie. Stripes or small pattern okay
 - Belt, socks and shoes should match





What not to wear

- Short skirts
- Shorts
- See-through or low cut shirts
- Sandals
- Jeans
- T-shirts
- Bright or busy patterns











The night before

- Gather all the items you'll need for the day
 - Business professional clothing
 - Padfolio- with pen and notepad to keep you organized and take notes
 - Resumes
 - Top employer list and research notes
 - Breath mints for in between tables
 - If you tend to have sweaty palms, bring something on which to wipe your hand.
- Remember to get a good nights sleep!



The big day

- Allow yourself adequate time to attend the event.
 - Busiest over the lunch hour
 - There may be a line for some of the employers
 - Some employers start packing up early
- When you arrive
 - Check-in and get your bearings
 - Drop off any large items in the student lounge
 - Figure out where your top employers are



The big day

- Develop your strategy
 - Top employers first
 - Go to lower tier employers first
 - Start with non listed employer
- Be flexible!











Speaking with representatives

- Introduce yourself
- Firm handshake, make eye contact and smile
- Be prepared
 - With your rehearsed (not memorized) elevator speech
 - To talk about career interests, education and experience
 - To discuss your strengths and skills











Speaking with representatives

- Example topics:
 - Specific roles
 - Recruiting timetable
 - What they look for in candidates
 - Next steps in the recruiting process: Should you apply online? Follow up with that rep? Is there another person you should contact?
 - Talking points and notes from your research
 - Where do you see the company five years from now?











Speaking with representatives

- Keep it to a few minutes
- Ask for a business card
 - "I appreciate the insight you've shared with me today. I want to be respectful of your time as I'm sure you have a lot of people to speak with, but I'd like to follow up with you about _____. Do you have a business card?"
- Don't take anything without asking



After the conversation

- Take notes as soon as you walk away
 - This will help you to have something to reference in your follow up note
- Keep yourself organized
 - Put away all materials from last employer
 - Find a safe spot for your business cards
- Go over your research notes about the next employer on your list







After the career fair

- Keep all of your materials, business cards and notes organized
- Follow up with each representative you met
 - Be specific about where you met
 - Send a connection request on LinkedIn with a personalized message thanking them for their time
 - Send a thank you email to each representative
 - Reference something you spoke with them about- it helps them to remember you!
 - Keep all messages gracious, concise and timely