



## JOB FAIR SUCCESS STRATEGIES

Yes, job fairs, also known as career fairs or recruitment fairs, are for finding jobs. However, they are also opportunities for you to connect to, and learn more about, potential employers and careers. Whether you are going to a fair to find a job or gathering more information to make an informed career and academic decision, below are strategies to help you navigate your next job fair.

### BEFORE THE FAIR

#### RESEARCH THE COMPANY

Research individual company websites and their social media and Glassdoor accounts to understand who they are and what they do as well as to identify recent successes or company challenges. Leverage this knowledge as you speak to the employer to demonstrate your interest in the company.

#### PRIORITIZE WHO YOU WANT TO MEET

Prioritize who you plan to see given the amount of time you have. A prioritized list can be your guide to visit the employers you are genuinely interested in and prepared to talk to, especially if you don't have a lot of time.

#### PREPARE YOUR RESUME

Update your resume and print copies for each employer you plan to meet with (and a couple more just in case!). Use professional resume paper if possible. For resume writing assistance, contact the EPC.

### DURING THE FAIR

#### MAP IT OUT

Check-in at the event and get a copy of the map of where employers are located. Make a note of the employers you planned and prioritized to meet with as well as employers you weren't aware of. **Nervous? Warm-up by starting with an organizations further down your list, and once you are comfortable, move to your number one.**

#### COMMUNICATE EFFECTIVELY

Smile, make eye contact, and stand up straight throughout your conversations. Be clear and concise and do so in a personable and friendly manner to demonstrate your professionalism.

### AFTER THE FAIR

#### FOLLOW-UP WITH THE EMPLOYERS YOU MEET AT THE FAIR

In your email, re-introduce yourself, express your gratitude for their time at the fair, and reiterate your interest in the organization. Also, be sure to include anything you told the employer you would do (e.g., sending them a copy of your resume).

#### RESEARCH OPPORTUNITIES

Research individual company websites to identify opportunities that have already been advertised. This will allow you to tailor your resume to an opportunity as well as engage the employer in a specific conversation about a position you are interested in.

#### KNOW WHAT YOU WANT TO ASK

Prepare open ended questions to ask the employer based on your goals for attending the fair.

>> <https://bit.ly/2AN1hGv>

#### GATHER YOUR MATERIALS

Be sure to bring with you copies of your resume, a folder, notepad, and something to write with to the fair.

#### OTHER TIPS

Check out the back of this document for guidance on **introducing yourself to employers** and **professional attire**.

#### ASK FOR BUSINESS CARDS AND TAKE NOTES

When you're ready to end your conversation with the employer, thank them for their time and request a business card so that you can follow-up. During (or immediately right after) your conversation, note key points and action items that came up in discussion.

#### MANAGE YOUR EXPECTATIONS

More than likely employers will not offer an interview nor a job on the spot. If they see you as a potential candidate, they will ask for your resume.

## ELEVATOR PITCH

Whether you're at a conference introducing yourself to a scholar in your field, telling friends and family about what you do, or in an elevator with a recruiter in your industry, you should be able to **speak about your academic and professional achievements and goals in a manner that is relevant to your audience and is brief, memorable, and easy to understand.** This is known as an "elevator pitch" or "elevator speech" and should ideally be as long as a short elevator ride of 30 seconds, hence the name. When meeting employers at the fair, consider the following tips to develop your elevator pitch:

**Determine the most important relevant** things you want your audience to know about you in terms of what you're skilled in, what you value or care about, and how you (currently or want to) help others.

**Identify experiences, projects, or milestones** that highlight the most important relevant things you want your audience to know about you.

**Structure your elevator pitch as a story**, where there is a progression of events occurring.

**Conclude with an open-ended question or statement** to engage your audience in further conversation.

**Introduce yourself with a smile, make eye contact, and offer a firm handshake.**

**Practice with friends or family.** You may even want to videotape yourself. Practicing, and doing it often, will help you gain confidence to concisely and clearly introduce yourself to others.

## ELEVATOR PITCH SAMPLE

*"Hi, my name is Kaimana Hila and I'm currently pursuing my Associates in English. My interest in this area started during high school when I volunteered as an elementary school tutor. I had so much fun helping students complete book projects on the Harry Potter series and connecting their own experiences to the characters in these stories. I want to continue teaching students in this way and it's why I'd love to work as a tutor for your after-school program."*

## DRESS TO IMPRESS

First impressions can make a lasting impression to employers. As such, it is highly encouraged you dress in a manner that is professionally appropriate. Below are examples of business casual clothing that is acceptable for a job fair in Hawai'i.

- Clothes should be clean, pressed, and neutral colored; with modest and tailored hemlines.
- Shoes (flats or low heeled shoes that are closed-toe) must be cleaned, polished, and in good repair.
- Avoid slippers and platform style shoes.
- Limited or conservative accessories can be worn (including piercings and gauges).
- Avoid perfume, cologne, or strong fragrances; otherwise use sparingly.
- Hairstyle should be conservative and nails must be trimmed and cleaned.
- Suit combinations (pant or skirt with jacket) should be worn for industries where this attire is required.
- Students in their chef coats, scrubs, school uniforms, and classroom attire are welcome to attend the fair.



In need of professional attire?

**Contact the EPC for more information.**