



"Just In Time" Career Expo Tips

What to do First? Sign in and Register for the Career Expo:

1. **Bring your i-card** and plan to swipe in or sign in at the check-in table.
2. Visit the **name tag table and create a nametag**. Place your nametag around neck. Wearing a name tag can be helpful as you connect with a variety of people during the fair.
3. Visit the **Career Expo Coaching Corner** if you have questions or need help preparing.
4. Review **Employer List** from the program & rank from most to least interested in making a connection.
5. Start with companies you are not as interested in so you can **practice** and **become more relaxed**.
6. Review your prepared "**30-60 second elevator pitch**" or Short Introduction.
7. **Drop your nametag and evaluation** in the basket located at each exit when leaving the Career Fair, scan the QR code on the back of the program to share your feedback about the event.

Tell the Recruiter:

- **Why you are attending the Career Expo/Type of opportunities seeking. Give a brief summary of your education, experience, strengths, etc.**
- Example: Hello, my name is Prairie Star. I am a psychology major planning on graduating in May. I am interested in working for a social service agency as a case manager.

Before the Career Expo:

- Target your top ten companies. Check out employers attending on Handshake.
- Prepare a competitive resume. Be ready with a visually appealing, skill focused, well written and error-free resume. Get help during our walk-in hours!
- Create a list of questions to ask the recruiter based on your research on the company.
- Be prepared to ask your questions to the employer.
- Be prepared to answer questions. Remember, employers will also be asking you questions! You will be expected to think on your feet.

Sample question:

- **What qualifications are required to enter a job in this field/organization?**
- **Learn to sell yourself:**
 - **Watch "Elevator Pitch" video on homepage of CDC website.**
 - Go to CDC website and scroll down to Career Spots section
 - Select "Click here to watch more" and Click on "Job Search" tab
 - Find and open the Networking/ Personal brand link and select the "Elevator pitch" video clip

Create and practice a 60-second "elevator pitch" that includes:

- Introduction- Introduce yourself, offer a firm hand shake and a resume
- Tell the employer why you are there and what sort of employment you seek
- Brief summary of your education, experience, strengths, etc.
- Reiterate your interest and thank the employer

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Entering the Career Expo Floor:

- Be independent. Approach employers on your own, not with a friend.
- Turn cell phone off. Instead, remain engaged with recruiters and others at the event.
- Respect recruiter’s materials and “giveaways” by only taking 1 when offered.
- Be confident. Smile, walk confidently with a good posture, and make direct eye contact. Understand that employers view candidates as possible future employees of their organization.
- Chart your course. Survey the room to determine where employers are located and in what order you plan to visit them. If possible, avoid standing in long lines; instead, keep moving and return later.

Meeting the Recruiter/Employer:

- **Be patient.** Don’t interrupt the employer or jump into a conversation he/she is having with someone else. Wait your turn; you might even pick up some valuable information as you wait!
- When it's your turn to meet the employer, take a deep breath, smile, shake hands firmly and begin your “60-second” commercial.
- Make direct eye contact with the employer throughout your conversation.
- Watch your tempo and tone when speaking to the employer.
- **Ask meaningful questions:**
 - Ask one or two meaningful questions without monopolizing the employer’s time
 - Not a good idea to ask about salary
 - If you are an undergraduate, be sure to ask about internship and student employment
- Review ‘Questions to Ask at a Career Fair’ Quick Guide to review sample questions you could ask employers.

Put your Resume into a Recruiter’s Hands:

- Thank the employer for his/her time and leave a copy of your resume if accepting. The recruiter may instruct you to upload resume into the employer’s online application system instead.
- Ask the employer for a business card, company brochure, and follow-up process.
- As soon as you walk away from the employer, jot down a few notes about your conversation. You may want to bring up a few memorable points that were discussed during your visit to include in your follow-up letter.

After the Career Fair: Follow-up is essential to making the most of your career fair experience!

- Within one week, send thank you letters to employers that you meet. Most candidates do not make the effort to send thank you letters; why not give yourself the competitive edge?
- Use the follow-up procedures suggested by the employer.

Helpful Resources:

- View CDC’s A-Z index on Career Fairs for more information: <https://www.uis.edu/career/events/career-fairs>
- Check out Career Spots at <https://www.uis.edu/career/student-employment/career-toolbox>. Scroll down to "CareerSpots"

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