

CAREER FAIR STRATEGIES

Career fairs are a great opportunity to make in-person contacts with organizations of interest to you, as well as a chance to discover new organizations you might be interested in. Here are some tips to get the most out of a career fair:

1 - LEARN WHO'S COMING AHEAD OF TIME

Review the list of employers attending the fair. Narrow the list down to those you are most interested in and do some background research on the company. Knowing about their products/services and how they align with your career goals will help you stand out from the crowd.

2 - PREPARE YOUR RESUME

Before the fair, update your resume so it reflects your most relevant and recent activities and work experiences. Print multiple copies so you can submit them to employers.

3 - REHEARSE A 30-SECOND ELEVATOR PITCH

Career fairs offer only brief contact with the recruiters so be prepared to make the most of your time. Work up a quick verbal summary of your background/qualifications, career interests, and future goals so you will feel more confident introducing yourself to employers.

4 - DRESS THE PART

Although casual clothing is usually okay for career fairs, dressing in business casual clothing (i.e. nice pants, skirt, button-up shirt, or blouse) will help create a positive, professional first impression.

5 - ALLOW PLENTY OF TIME

Try to meet with your targeted employers earlier in the day while you are both feeling fresh and energized. Some highly sought-after employers may have a line of students waiting, so make sure to allow enough time.

6 - ASK GOOD QUESTIONS

Prior research will help you prepare smart questions. After the quick introduction, ask a question about the type of applicants they are looking for—“Are you hiring at the bachelor’s level?” or “Are you interviewing for your renewables practice?”. If you already know what they are recruiting for, start there—“I’d like to learn more about the project areas for the policy internships.”

7 - FOLLOW-UP

As you leave each employer, learn what happens next and what you should do to advance your candidacy. Ask for a business card and take note of the main points of the conversation so you can send a meaningful thank-you email within 24 hours.



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