

How to Get the Most Out of a Career Fair



Benefits of Attending a Career Fair:

- Gather information from employers from a broad spectrum of industries
- Talk to someone currently working in your field of interest
- Obtain interview experience
- Learn about internship and employment opportunities
- Establish employment contacts
- Obtain referrals for job leads
- Obtain employment

Preparing for the Career Fair:

- Obtain a list of participating organizations prior to the day of the event in order to research more about them (available on the Career Services web page)
- Polish your resume and prepare 15 to 20 copies on quality paper to be ready to hand out
- Develop questions for each organization with which you plan to speak
- Attend a campus workshop on “How to Make the Most of Your Time at a Career Fair” hosted by the Career & Transition Services office
- Dress professionally in business attire and be well groomed
- Prepare a 30-45 second commercial to introduce yourself to employers (in addition to your name, consider telling them where you’re from, what you’ve been studying, and what type of opportunities you are seeking)
- A good opening line might be as simple as, “Thank you for taking time out of your schedule to come to campus and speak with us. We really appreciate it.” A little courtesy goes a long way.

Questions to Ask Employers:

- I have done some preliminary research about your organization. Can you tell me more about the types of opportunities for which you recruit college graduates?
- What can you tell me about your hiring process?
- What types of students are you seeking?
- How would you describe your organization’s culture? In essence, what is it like to work there?
- For the position you just described to me, can you tell me what a typical day might look like?
- What type of training does your organization provide?
- After today’s event, what is your recruiting timetable and what is the best way for me to keep in touch with you?

Following Up After the Career Fair:

- Send thank you notes to employers of interest
- Follow up with a letter or application and resume, mentioning you met their representative at the ASU Beebe Career Fair
- File the literature you have collected for later use in application letters and interviews
- Improve your resume if you learned something
- Maintain contact with employers