

TIPS FOR SUCCESS AT A JOB FAIR

Before the Job Fair

- Meet with SUNY Corning Community College's Career Services Coordinator to discuss your strategy and preparation for the fair.
- Find out what employers will be at the job fair.
- Research the employers that interest you by visiting their web sites.
- Prioritize and create a list of employers that interest you who will be at the job fair.
- Prepare your own 45 second "infomercial" to introduce yourself. Include your name, degree(s), your anticipated graduation date, type(s) of position(s) you are seeking, what field you would like to be employed i.e., marketing, finance, health care, and why you chose their company (this is where the research comes in).
- Review your strengths, skills, goals and interests and consider how they relate to the positions available and how an employer will benefit from them.
- If you will be interviewing at the fair, work on your interviewing skills by meeting with SUNY CCC's Career Services Coordinator to conduct a mock interview.
- Develop a professional resume and bring several copies (at least 15-20). If you need assistance, visit the Educational Planning Center and schedule an appointment with the Coordinator of Career Services.
- Dress appropriately in professional business attire.

During the Job Fair

- Obtain a floor plan and map out where your target companies are located.
- Avoid interrupting the recruiters or your fellow job seekers.
- It is your responsibility to approach employers and initiate a conversation.
- Be assertive. Make eye contact immediately when introducing yourself.
- Be confident and shake hands firmly. SMILE! And be polite! Use good manners!
- Provide employers with a copy of your resume and ask questions. Sample questions you may want to ask representatives:
 - What type of entry level positions exist within your company?
 - What qualities are you looking for in prospective employees?
 - What do you feel are the future trends in this industry?
 - Why did you choose this company? How long have you been with them?
- Collect company information for further research.
- Obtain a business card from everyone you speak with so that you can follow up.

After the Job Fair

- Follow up is crucial. You may want to follow up within a week to determine if the employer has received your application/resume, inquire about the status of the position and to express your continued interest.
- Write thank you notes to representatives from companies that are of particular interest to you. This will bring additional attention to your name and affirm your interest in working in their organization.
- Send an additional resume with your thank you letter.
- Keep records of your contacts with employers including dates of your letters, emails or telephone calls and make copies of all the information you send.

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Employer Expectations of Students at Job Fairs

The following are the results from a survey done by the National Association of Colleges and Employers:

According to employers, the following are the biggest things to avoid during a Job Fair (in order of importance):

- 1) Lacking focus and not knowing what type of position to look for. Admitting "I'll take anything" or answering "I don't know" when asked about interests.
- 2) Not dressing neatly or professionally.
- 3) Not bringing resumes.
- 4) Lacking knowledge of a company and/or confusing the company for someone else.
- 5) Lacking enthusiasm or interest in the company or job opportunities.
- 6) Asking about salary.
- 7) Not asking any questions, asking inappropriate questions, and having a poor or unprofessional attitude.

Other student mistakes cited by employers include:

- 1) Grabbing free stuff.
- 2) Not making eye contact.
- 3) Lacking communication skills.
- 4) Not being willing to relocate.
- 5) Not bringing anything to write on.
- 6) Giving a weak handshake.
- 7) Not taking the time to fill out the job application when asked.

Top 3 things employers typically discuss at Job Fairs:

- Company Benefits
- Information on current openings
- General company overview

Need assistance? Have questions?

SUNY Corning Community College's Career Services is available to assist you!

Visit the Enrollment Advisement Center or careers@corning-cc.edu.

**Remember, you only get one chance to make
A GREAT FIRST IMPRESSION!**