



# Seven Ways to Have a Blast at a Career Fair

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A major part of your b-school job search is getting yourself out there. What better way to do that than to attend a career fair. First, it is going to help you get more comfortable talking about yourself and build your confidence. Second, you have the chance to WOW people face-to-face!

Companies are not giving away jobs at a career fair. They are there to check out the pool of candidates. They are looking for the people who stand out as exceptional.

These are the seven things you need to know in order to make a great impression and have a blast at a career fair!

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## 1. Find Out What Companies Will Be Attending

It sounds obvious, but, if a company isn't hiring for the types of jobs you are interested in, why waste your time talking with them at a career fair? If you don't see your target companies at the fair, ask yourself if it is really worth your time to attend. If you do see your target companies, then prioritize the order you will visit them. Give yourself time to practice with companies you may not care about as much. Wait to visit your dream company once you are warmed up.

## 2. Visit Their Websites to See What Jobs Are Posted

Generally, companies that attend a career fair have posted jobs. If you can't find them on their website, check Indeed.com and LinkedIn to see if the company has posted job there instead.

## 3. Customize Your Resume and Cover Letter For Each Job and Company

Tailor your resume to address the specific job requirements for each job you are interested in. Most bschool students may not have the time to do this so your resume may catch the attention of recruiters who are tired of seeing generic resumes. Your cover letter explains why you want to work for the company and lists your top qualifications for the job. Taking time to customize both your resume and cover letter shows a greater degree of interest.

## 4. Know Your Pitch

Confidently and happily convey your pitch. You won't have much time, so plan on using one that lasts less than a minute. Practice it in advance to make sure you include all the right information and time it to test its length.

## 5. Enthusiastically Ask the Recruiter Well Thought Out Questions

Two to three questions might be all you have time for. You want to leave the recruiter with a positive impression and show you are an interested and qualified candidate!

## 6. Ask When and How You Should Follow Up

"We'll call you" isn't good enough. Ask the best way to follow up and politely, but assertively, ask when you can call if you don't hear from them.

## 7. Write a Thank You Message

A good way to set yourself apart is to send a thank you email to the recruiter or person you met at the career fair. Include something specific about the conversation so the person will remember you. Also express your interest in the company and role. Be sure to send that within 24-hours of the career fair so the person doesn't forget who you are. ►

**Additional Tips:**

- Arrive at the career fair early while the recruiters are fresh.
- Have business cards on hand.
- Turn your cell phone off.
- Always look your best (wear a suit).
- Use breath mints.