How to Work a Job Fair

Tips for navigating and succeeding at College of Business and Innovation Job Fairs
Why attend?

**Employers**
- Convenient
- Low Cost
- Branding and demonstrated commitment
- Source candidates and watch growth potential
- Build interview schedules

**Job/Internship Seekers**
- Convenient
- Good place to initiate and foster relationships
- Representation of market for UT COBI students
- It’s a great skills builder—perfect for networking
Job Fair Tools

- List of participating employers, [http://tinyurl.com/np2k5k](http://tinyurl.com/np2k5k)
- Resumes (*several* copies)
- Nice vinyl or leather portfolio
- Business cards ([vistaprint.com](http://vistaprint.com), [Overnightprints.com](http://overnightprints.com), Microsoft Design templates)
- Conservative, *quality* business attire
- Personal Pitch
- Thank-you cards
When you arrive at the Job Fair

- When you arrive “sign in” on the laptops
- This gives us statistics
- It also provides a means for providing Excel lists if professors are giving extra credit.
- Keep your Rocket ID handy
Professional Wardrobe

**Men**
- Dark tailored suit
- White/pale blue cotton shirt
- Tie - not too busy
- Black belt/shoes
- Dark over-the-calf socks

**Women**
- Dark Tailored Suit
- Cotton/silk blouse
- Skirts knee length
- Neutral stockings
- Conservative shoes
- Limited jewelry/nail polish

*Leave the piercings, heavy perfume/cologne, smokes far away.*
It’s a little like herding cats at first, so be prepared!

Do Not:

• Go in unprepared—do your research
• Assume there’s “no chance” if your desired position isn’t represented in the list
• Waste time in lines
• Get overwhelmed by the giveaways
Don’t let the maze overwhelm you

Job Fair Do’s:
• Conduct your research on employers
• Get a lay of the land
• Make a plan of attack—prioritize!
• Use your waiting time productively
• Customize your pitch
Pitch Parts

- Eye Contact
- Handshake
- Name
- Major
- Coursework
- Related Experience
- Skills
- Achievements
- Knowledge of the Company
- The “Question” that demonstrates your research and interest in the position
Good Afternoon,

My name is Ray Zoomay and I’m a junior Supply Chain major interested in your Corporate Logistics/Distribution Internship. My leadership, ability to manage multiple tasks simultaneously, and desire to see raw materials turn into products drive my desire to join the nation’s premier integrated pharmacy services provider. How can I make that happen?
During your meeting with the employer

• Offer your resume when the employer asks for it—they may not
• Respond to questions about your assets (be prepared with examples of how you’ve developed your skills)
• Ask for a business card and offer yours if you have one
• Extend your gratitude and move on to the next
Review

✓ Check out the job fair list, associated positions for hire, and the layout
✓ Spruce up your resume and make copies
✓ Make sure your wardrobe is presentable
✓ Conduct research on the companies you wish to visit (their website, people who work there, articles in the news)—know the skills they seek so you can modify your pitch
Before you leave the Job Fair

✓ Jot notes about employers you wish to pursue
✓ Write thank-you notes/Email to promising contacts using the contact info from their business cards
✓ Go back to visit any employers who really impressed you!
✓ Perform any follow-up that’s been requested of you by recruiters
✓ Ask for help if you need guidance
Need help after the Job Fair

• Visit Business Career Programs
  Savage & Associates Business Complex
  Stranahan Hall North Suite 4120
  419-530-5400

• Visit COBI’s Career Development Lecturer
  Amy O’Donnell
  Stranahan Hall South 2022
  419-530-2422 / amy.odonnell@utoledo.edu
  Office Hours:
  Monday & Tuesday 12:00 p.m. – 2:00 p.m.
  Wednesday 2:30 p.m. - 3:30 p.m.
Useful Resources

• College of Business Job Fair List
  http://tinyurl.com/np2k5k

• Sell Yourself at the Career Fair
  http://tinyurl.com/llaydt

• Learn to Perform the One Minute Miracle
  http://tinyurl.com/ng6x6c

• Job Fair Success http://tinyurl.com/lmxw9b