

A person wearing a blue shirt and a white sleeve is writing on a blue name tag that says "HELLO my name is". They are holding a silver marker. The name tag is on a dark blue surface. Another similar name tag is visible to the right. In the background, there is a blue folder or book with the word "VINTAGE" visible. The scene is set at a career fair.

How To Work A Career Fair Room

UCR Career Center

Ice Breaker

Think about what your biggest job fair concern is and consider:

- How you might alleviate your concern?
- Feel more in control of the situation?



Let's Share!

What are your goals?

Network to build
contacts/ practice



Identify employers
with jobs/
internships in your
field



Ask Questions.
We're here to
help!



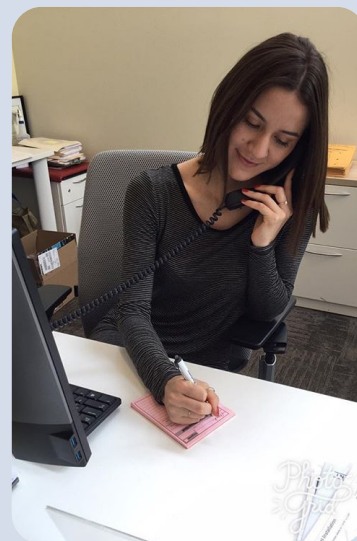
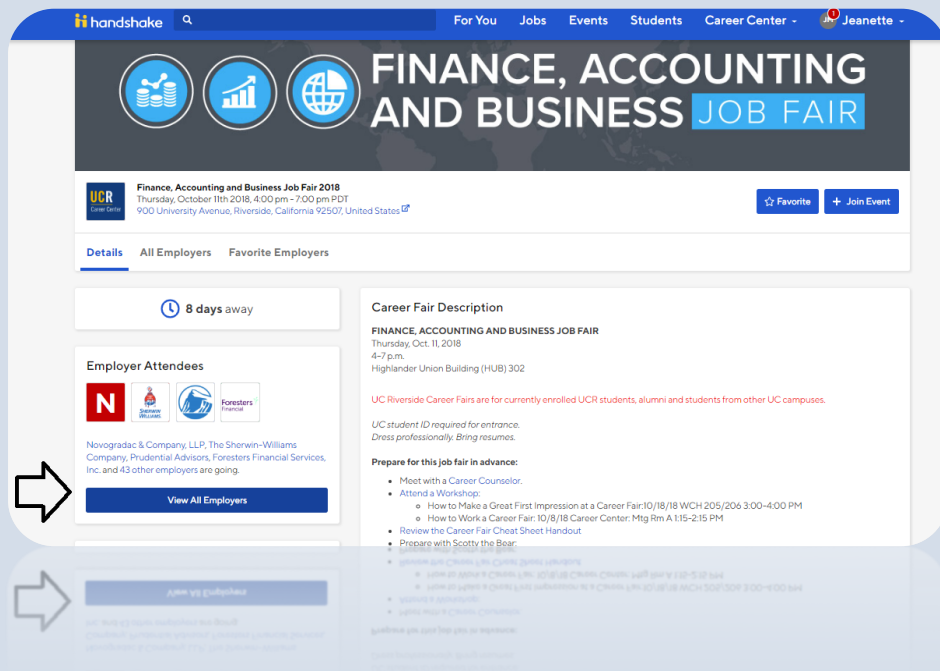
Gather
Information



Not sure?



Preparation Before the Fair



- Look on careers.ucr.edu to review the list of employers attending the fair.
- Research employers by visiting company websites.

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- Prepare a list of questions to ask employers.
- Gain confidence by practicing your questions out loud.



- Develop a strong resume with the help of the Career Center.

Resume Tips

- Print your resume on neutral-colored paper that is professional in appearance. Use BLACK ink.
- Use a font that is easy to read at a glance.
- Tailored objectives/general objectives. Do not include any graphics or pictures on your resume.
- Keep resume in an easy accessible location.
- Make sure that your resumes are not wrinkled, rained on, or otherwise blemished.

Career Fair Game Plan



- **Identify items that you want to carry to the event**
 - Resumes
 - Portfolio or folder
 - Bag for company literature/materials
 - Pen
- **Identify your targets**
 - Use your research to rank the organizations in order of your interest to determine which organizations to visit in what order at the fair. This will help you make the best use of your time.

Dress to Impress



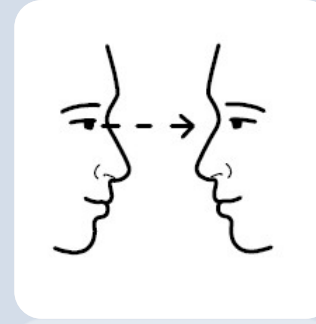
CASUAL

PROFESSIONAL



Non-Verbal Communication

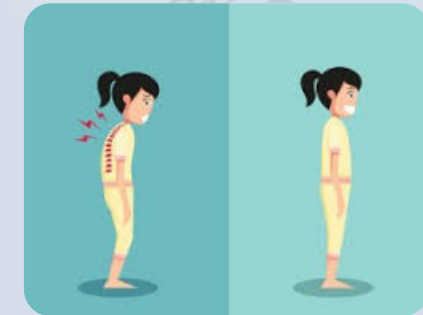
Making good eye contact



Giving a firm handshake



Good posture



Smiling and being enthusiastic



The Perfect Handshake

**Use Your
Right Hand**

Dry Palm

**Strong Grip With
Fingers Under
Receiving Palm**

**Eye Contact And Appropriate
Smile Throughout**

**Three To Four Vigorous
Shakes For Two To Three
Seconds**





Verbal Communication

- Initiate a conversation with an employer by making eye contact, introducing yourself and shaking hands.
- Give your 30 second pitch about your strengths and interest in the company. Be articulate and confident.

Offer the employer your resume when it feels most appropriate:

- At the start of the conversation
- When asked for it
- When you are discussing a particular experience listed on your resume
- At the close of the conversation

Initiating the Conversation with Employers

Preparing a **30-second pitch** consists of summarizing your professional background, skills, and interest.

Create a smooth start to your conversation by including the following information:

- Name
- Class Level
- Major
- Opportunities you are seeking
- Relevant experience
- Highlights of skills and strengths
- Knowledge of the company



A blurred background image of a person wearing a blue shirt and a black backpack, walking away from the camera.

30 Second Pitch Example:

Hello! My name is Heidi and I'm working on my Bachelor's in Business Administration. I have a great passion for marketing. Last summer I had an internship with a small start-up company where I had the opportunity to develop their social media branding. I gained a lot of great skills from this internship and I am looking forward to applying what I have learned in a career position.

I noticed on your company's website that you do a lot of work in _____ and I was interested in learning more about that aspect of your business.

Let's Rehearse!

- Prepare your 30 Second Pitch
- Introduce yourself to your neighbor and give your 30 Second Pitch...
- Give feedback to your partner
 - Now switch

Navigating the Fair



Scot at the Career
Fair



Navigating Tips

Walk around technique:

Personality Matching Technique:

- Be aware of the voice (tempo and pitch).
- Physical characteristics (facial expressions and posture).
- The recruiters are the faces and personalities of the company and are looking for candidates like themselves to represent the company mission, values, etc.

Inquire:

If you see a company that you really want to work for, but they are not hiring for your field or area of interest....**what can you do?**



- Approach the recruiter and ask: “**Who should I contact in your company for a position in my field** (ie. Computer programming)?”
- You **MUST** get their **name** and **phone number** to follow up if they forward your resume to another department in the company.

Before Leaving The Fair



- Go back to the companies you really want to work for and wait until the recruiter is free, then thank him/her/them for their time.
- They may be reviewing 50-100 resumes, and it is best if they can remember your name and face over the other candidates!

The lasting impression is very important for future contact!!

After the Fair

Follow up soon after the fair

- Send a thank you e-mail to each recruiter with whom you met.
- Express your appreciation for the time and advice offered. Let the recruiter know that you have completed anything he or she has asked you to do and reiterate your interest in the company.



Undertake next steps

- Apply online
- Sign up for the organizations on-campus interviews (check with the Career Center for this information)



Benefits of creating a LinkedIn profile

- 75-80% of jobs are found through the hidden marketplace
- HR recruiters are using LinkedIn to reduce recruitment costs



How The Career Center Can Help

Use **UCR Handshake** to research companies and more! Look at organizations visiting the Career Center for **On Campus Interviews**



Come to **Drop-In Hours** for a quick resume review or schedule a **30 min appointment** with a Career Counselor



Phone:
951-827-3631

Thank you!

Website:
[Careers.ucr.edu](https://careers.ucr.edu)

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