Making the Most of the Job Fair

SJSU Career Center
Learn

The value of researching participating employers and their positions

To prepare your image, your resume, and your gear for the fair

To approach employers with poise and purpose during and after the fair

Practice

Your conversation starter for approaching employers
1. **Interact with recruiters** you may not otherwise meet in person

2. **Practice** your networking skills and gain information about companies and positions

3. **Leave your resume** with companies trying to attract quality candidates
SpartaJobs powered by Handshake

Find Job Fair Positions
Research Job Fair Employers

- What **positions** are they hiring for?
- What “filter questions” are in the **job description**?
- **History/mission/vision** of the company?
- What is the company best **known for**? (awards, reputation)
- What is the **structure** of the company?
- What **services** are offered?
- Who are this company’s **clients**?
- What is happening in the **company** and **industry**?
- Who are this company’s **competitors**?
• **Target objective** to the specific organization(s)
• Create a **Projects section** on your resume to enhance experience
• Describe **transferable skills** from your previous positions
• Embed **soft skills** in context of experiences
• Use industry **terminology**
• Emphasize campus **activities and involvement**
• Demonstrate **leadership and teamwork** wherever possible
• **Proofread, proofread, proofread!**
Women

• Well-fitting two-piece suit, conservative color
• Skirt knee-length
• Blouse or collared shirt
• Polished, low-heel shoes
• Simple jewelry and cosmetics

Suit Alternatives

• Coordinated jacket or cardigan
• Knee length skirt or tailored slacks

Men

• Well-fitting two-piece suit, conservative color
• Long sleeve collared shirt
• Conservative tie
• Polished shoes, matching socks

Suit Alternatives

• Dress or khaki-type pants
• Long-sleeved collared shirt
• Conservative tie
• Sport jacket
Required:
• Current Tower Card/Career Center membership card

Encouraged:
• Plenty of targeted resumes
• Your appointment calendar
• A professional bag/case
• Breath mints (not gum!)

Leave at home:
• Portfolio items
How to Approach Employers: Connect

A Conversation Starter is a practiced introduction to:

• Reduce nerves
• Introduce yourself to a future employer
• Make a connection with the recruiter
• Share interests in and assets you offer the organization
• Initiate a dialog with the recruiter

Deliver with:

• A warm, confident tone delivered in a clear voice
• Open and welcome body language
• Without sounding scripted
How to Approach Employers: Connect

Develop a Conversation Starter

For each position of interest, consider:
- What are projects you might work on?
- Will you work alone or with others?
- What are skills you might need?

Review your resume. Note situations where these skills are used.

Consider:
- Class projects
- Work experiences
- Volunteer work
- Activities

Don’t see these skills listed but know you have them? Where are they being used in your life?
How to Approach Employers: Connect

Form your conversation starter
• Your first and last names
• Highlight major, experiences, strengths
• Describe your interest in the employer
• Share how your background and career goals are a fit

Prepare questions to ask representatives

Practice, be concise

Imagine a dialogue

Observe response

Be ready to pause and converse
How to Approach Employers: Plan

- Survey the room and floor map
- Develop an efficient route to visit your top employers
- Start with an employer *not* on your top 10 list
- Introduce yourself to the recruiter with your practiced approach
- Ask about application process and contact
- Offer your resume
- Manage your time and have a backup plan for long lines
The Social Skill Advantage

Employers will assess your social skills as much as your work qualifications

- Show respect for employers, students, and SJSU staff
- Honor line order, wait patiently
- Use polite language
- Maintain pleasant, calm behavior
- Avoid aggressive/unprofessional behaviors
- Observe Student Conduct Code and job fair ending time
Follow Up After the Fair

Make notes about the organizations and employers while still fresh in your mind

Follow-up with thank you notes to helpful recruiters and organizations of interest

Set up a system to keep track of follow-up activities

Continue checking job listings on SpartaJobs

After accepting an offer, stop interviewing!
Final Job Fair Tips

Start your prep early

Check out the Career Center website for more job-search help

Visit SpartaJobs for up-to-date Career Fair information

Practice for interviews online with “Big Interview”, our online interview tool