

# Tips for Navigating the Job Fair

CLAIR AND GLADYS  
STROMMEN  
*Center for Meaningful Work*

---

## **Before the Fair:**

**See what to expect.** Go to <http://www.mnpcfair.org/default.aspx> and watch a brief video on last year's *Job & Internship Fair* so you can see what to expect.

**Clarify your goals.** Know why the Career Fair can benefit you. Are you looking for information to explore organizations and positions? Are you looking for a full-time job or internship? What do you hope to accomplish at the event?

**Do your research.** Review the [list of employers](#) and make a prioritized list of those employers you are most interested in. Learn which positions they are hiring for, and go online to their websites to learn more about their organization and work. Jot down any notes about each employer.

**Prepare your elevator pitch.** This **30 second introduction** will help you connect with employers and demonstrate your knowledge of the organization and to express your interest in them. Think about how your education or experience relates to the organization's needs. Here is a simple formula for creating your own pitch:

- Brainstorm about your audience
- Share who you are and what you offer – a unique skill or strength
- What you are looking for – a skill you hope to develop or impact you wish to have
- *Example: "Hi, I'm Auggie Eagle, and I am the mascot at Augsburg College. I have experience motivating and engaging people at athletic events and am now looking for an opportunity to build my communication skills in non-athletic situations through an internship with XX Company."*

**Prepare questions.** Think of questions you would like to ask the employer. For example: What skills and abilities are most valued in your company? What is the work environment like? Do you hire summer interns? What advice do you have for me as someone interested in this career field?

**Plan your attire.** Dress professionally and try on your planned outfit to ensure it fits, is clean and pressed, and that it makes you feel confident in greeting employers.

**Plan what you will bring.** Updated copies of your resume, a notebook, pens, snacks, water, etc.

## **At the Fair:**

### **Know where to go and when to arrive**

The Minnesota Private College Job & Internship Fair is held on Wednesday, February 18th, 2015 from 9am-3pm at the [Minneapolis Convention Center](#), 1301 2nd Ave South, Minneapolis, MN 55403.

The Convention Center will also be open from 9am-3pm on Thursday, February 19<sup>th</sup> for students who have been pre-selected for interviews prior to the fair. If you are interested in being considered for pre-selected interviews, review and upload your current resume to the job fair website as soon as possible.

### **Getting to the Fair**

Augsburg students should consider taking the light rail or a bus to the Minneapolis Convention Center in downtown Minneapolis. If you choose to drive, know that parking will likely cost \$10 to \$15. Bring money for lunch.

## **At the Fair (Continued):**

### **Check In**

When you arrive to the fair, registered students should go directly to the Augsburg College table. Here you will check in and be given your name badge and a map of employer booths. You must have a name badge and have registered and paid the \$10 fee in order to go into the exhibit hall. After February 13th the registration fee will increase to \$30. Leave valuables at home. There will be a coat check in.

### **Have confidence in interacting with employers**

- If you are nervous, try to begin with an employer that you are less interested in to warm up.
- Use a firm handshake, make eye contact, and smile. These practices may not be the norm in all cultures, but they are standard practice in U.S. business culture and a big part of your first impression.
- Address the representative by name (check name tag) and introduce yourself by name, major, and graduation date, using your prepared "Elevator Pitch" introduction.
- Engage the employer in normal conversation, trying to highlight some of the following:
  - Demonstrate your knowledge of the field/organization. Show that you have done your research.
  - Relate your skills, interests, strengths and experiences to specific needs of the employer.
  - Highlight your previous or current work experiences that show your ability to perform related tasks and indicate your potential to acquire skills.
  - Refer to leadership roles or volunteer experiences coordinating committee activities, etc.
- Be responsive to questions posed by company representatives.
- Listen carefully, your conversation may yield vital information or leads that might affect the interview or lead to potential employment opportunities.
- Offer your resume if it feels appropriate, but know that many employers do not accept them at the Fair.
- Request a business card from the employer so that you can send an email to thank them for their time and follow-up appropriately.
- Before you move to the next booth, be sure to thank employers for the time they spent with you.

### **Keep notes to make follow-up a breeze**

As you visit with employers, make notes on those you told you would follow up with. Also jot down notes from your conversation to help trigger your memory. The back of the business card is a great spot for notes.

## **After the Fair:**

### **Plan time to follow-up with employers and send thank you notes**

- Send thank-you letters immediately – within two days if possible. Email is fine.
- Review your notes and the commitments you made to follow up with employers.
- In your message, reference the date and location of the Fair, and jog the recruiter's memory of you. You can do this by mentioning any unique points you discussed together.
- Reiterate your key points, highlight your qualifications, and share anything you forgot to mention.
- Proofread your letter carefully (reading it aloud is a good way to catch errors).
- You may want to include a copy of your resume as a courtesy.
- Finally, take some time to reflect on the Fair and the positive steps you have taken for your future.

***For additional support after the Fair, we welcome you to visit Career & Internship Services***

**AUGSBURG COLLEGE**

Clair and Gladys Strommen Center for Meaningful Work  
Christensen Center, Suite 100 • 612-330-1148 • [augsburg.edu/strommen](http://augsburg.edu/strommen)