

Tips for Navigating the Job Fair

CLAIR AND GLADYS
STROMMEN
Center for Meaningful Work

Before the Fair

REGISTER Now! www.augsburg.edu/strommen

Clarify your goals: Know why the Internship & Job 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?

Research the organizations: Review the list of employers and make a prioritized list of those employers you are most interested in. Go online to their websites to learn more about their organization and work. Jot down any notes about each employer.

Prepare questions: Think of questions you would like to ask the employer. [Sample questions](#) to ask.

Plan and prepare appropriate 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. [Interview attire](#) examples to view.

Prepare your elevator pitch: Watch the [Elevator Pitch Power Point](#)

Your 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

Update your resume and take 20 copies with you. Use this [resume template](#) to help you get started.

Bring your resume into Career Quick Stop and meet with a career coach who can offer you tips to help your resume stand out to employers when they search for candidates.

Career Quick Stop: (15 minute meetings) Tuesday's and Wednesday's 2:30-4:00 p.m., Strommen Center, Suite 100, Christensen Center

At the Fair

Know where to go and when to arrive:

Wednesday, February 17, 2016, Minneapolis Convention Center

Exhibit area open from 9:00-3:00

Check In - When you arrive to the fair, check in at the Augsburg College table. Here you will be given your name badge.

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.

Save the Date: Upcoming Career Events For a complete list of events visit augsborg.edu/strommen

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

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