The College of Business and Technology:  
Using the Career Fair as 
An Effective Job Search Strategy

The Ground Rules: Preparation = Success
1. Research companies of interest; check out corporate web sites. If time is a factor, research those companies of greatest relevance to you.  
2. Plan your strategy; which companies are mission critical to your goals? Visit those companies first, if possible. (“work personality” vs. “corporate culture”)  
3. Recognize that companies have diverse reasons for attending; they are: soliciting resumes for full time and/or internship hiring; building name recognition on campus; pre-screening candidates for a campus recruiting visit; evaluating fit between academic programs and corporate needs; solidifying alumni connections; marketing graduate programs. These events may be staffed by HR professionals or by someone “from the field” who may or may not be comfortable in this role. 

Bring: 
1. Numerous copies of your resume. If you have different versions, make sure you give the appropriate version to the right company. NO TYPOGRAPHICAL ERRORS! This is the employer’s first example of your work.  
2. Confidence: be confident—not cocky. This is not the time for self esteem issues. Watch your body language; shake hands firmly, and make effective eye contact.  
3. A smile.  
4. A one minute “infomercial” about yourself which covers: your name, graduation date, major or degree program, what you seek, your career interests, and a summary of what attracted you to the company.  

EXAMPLE: “Hi, I’m ___________, a __________ major graduating in _________. I have career interests in the areas of ________ and _______ and am seeking an internship for summer 2007. In researching your company, I learned that you are evaluating your internet based marketing strategy and wondered if you could share more details with me about this new direction, especially in the area of global markets.” 

Let them know you have done your homework. Ask about specific entry level jobs. Drop a name if you know one. 

Write your “infomercial” here: 

Attract employers by: 
1. Dressing professionally. Don’t drag “stuff”—backpacks, coats, etc.—with you. Have your resume in a portfolio.  
2. Hooking them with what you’ve done.
3. Impressing them with your level of knowledge about the organization; you’ll stand out from the rest.
4. Going solo—avoid the “rat pack” syndrome.
5. Arriving early in the day; some employers may need to leave a bit earlier than the event actually ends in the afternoon.

Eliminate your chances by:

1. Confusing one employer with another employer.
2. Showing them you are “desperate” and will take any job.
3. Asking about salary.
4. Requiring the job to be located in Piney Flats.
5. Asking personal questions.

Don’t forget:

1. Collect business cards—not cups, flashlights, and highlighters.
2. Grab brochures.
3. Jot notes on the back of the representative’s business card for use in follow up correspondence. This helps them remember you in your thank you letter to the employer.
4. Say “thank you”—critical words as you move on to the next employer.
5. Give your resume to a person; don’t just leave it on the table.
6. Ask for the time frame for the interview process or for their hiring cycle as appropriate.

Handout adapted from the following sources:
“Sell Yourself at the Career Fair” by Sally Kearsley
“How to Get the Most Out of Career Fairs” by Pamela S. Joell
“Employer Expectations of Students at a Job Fair” by Amber Palamares, NACE Journal, Winter, 2000

Two Key Dates:

**CBAT Career Fair Prep Day 2010—Virtual and Live Event: February 17, 2010**

- **Career Fair Prep Day—Take One!**
  Virtual workshops will go live on February 17th and can be viewed by going to the CBAT home pages at www.etsu.edu/cbat. Projected topics include: How to Get your Resume Noted, Interviewing Prep—Tips and Tricks, Creating Your Online Social Resume, Salary Negotiation, Personal Branding, and Using CBAT Career Fair as an Effective Job Search Strategy.

- **Career Fair Prep Day—Take Two!**
  LIVE! Resume Critique with area HR representatives (who are also CBAT alumni) from Eastman, Nuclear Fuels, ETSU Human Resources, Citi, and Kelly Services will take place on February 17th from 1-4 PM in 124 Sam Wilson Hall. Students simply need to drop by and bring copies of their resumes for review.

**CBAT Career Fair 2010: February 24, 2010 from 10 AM-2 PM, Culp Student Center**

- We already have 21 employers registered for our event.
- Strategies for student success include: 1. Wear a suit—employers have noted slovenly dress from our students in the past; 2. Research companies of interest; 3. Bring lots of error-free resumes; 4. Smile!