

# Career Fair Success Strategies

Career Center  
Shippensburg University of Pennsylvania  
career@ship.edu · www.ship.edu/career · 717-477-1484

---

## RESUME

- Prepare an excellent resume. (Career Center can review for you)
- Bring plenty of copies (30 – 50) printed on good quality white or cream paper.
- Do not fold or mutilate your resume.

## RESEARCHING EMPLOYERS

- Obtain a list of employers that are planning to attend the fair and research them prior to the event.
- DO NOT plan to ask employers, “What jobs do you have for me?” or “What does your company do?”
- You should be able to answer the above questions with the research you do BEFORE the fair.
- Identify the top organizations that you would like to connect with while at the fair.
- Obtain a floor plan from the website if available and plan your approach to the event.
- You may want to start with your least favorite employer (or employer that you are not very interested in) to work out any nerves you may have. However, make sure you leave enough time to talk to all employers you are interested in.

## YOUR THIRTY SECOND COMMERCIAL

- A thirty-second commercial is a brief introduction to who you are, what you do, and why the employer should be interested to learn more about you. It is your personal brand and what makes you unique.
- It should include...
  - Name.
  - Major and class.
  - Opportunities that you are seeking.
  - Relevant experience, skills and strengths.
- Remember it should be brief others are waiting to speak with the employers.
- Try your 30 second commercial out in the mirror and in front of friends and family. The more you practice, the more it becomes second nature, and the more comfortable you are saying it, the more comfortable and confident you will appear to the employer.

## PROFESSIONAL DRESS

- Dress as you would for a job interview.
- A suit or slacks or skirt and a button-down shirt. Men should wear white shirts and a solid color tie.
- Limit jewelry, makeup, and perfume or cologne.
- No backpacks; carry a briefcase or portfolio-type organizer instead.

## DURING THE EVENT

- Be sure to turn your cell phone off!
- If you were not able to get a floor plan before the fair, get one now and plan your approach to the event.
- Begin with a strong handshake and use your 30 second commercial.
- Refer to something you found out about the company in your research. Ask a question based on what you found out in your research about the company.
- DO NOT ask about salary.
- Be aware of others waiting for the recruiter’s time.
- Before you finish the conversation, find out what the next steps are, what is the hiring process, etc.
- “What is the hiring process?” or “What is the key to successfully moving on to the next step in the hiring process?”
- Get business cards or contact information and brochures.
- Bring a pen to jot down notes about your conversations so you can remember and refer to these conversations in your thank you letters. It may be helpful to jot down a few key points on the employer’s business card. If they do not offer a business card, make sure to get their contact information.
- To make a lasting impression, return to booths of employers you are interested in before you leave to again thank them for their time.

## AFTER THE FAIR

- Follow-up: send thank you note, another copy of your resume, request for informational interview, etc. via email within 24 hours of the event