



MORRISVILLE STATE COLLEGE

Making the Most of a Career Fair

Office of Career Services
Morrisville State College
318-319 Crawford Hall
315.684.6615



Objectives of this workshop

- help you understand the purpose, benefits, and mechanics of a career fair or similar event
- provide tips on how to prepare for and conduct yourself at the event
- outline steps for following up after the event
- remind you how Career Services can assist you with before, during, and after the fair



What is a career fair?

- platform for employers to connect in person or virtually with a specific population or the general public
 - may also be called an expo, recruiting event, career day, etc.
 - generally includes both jobs and internships, even if not reflected in name
 - some events are open only to student population of specific school(s)
- basic purpose is to exchange information
 - not all employers will have jobs or internships; not all attendees will be looking for them
- examples include: MSC Job & Internship Expo (spring), Norwich campus College & Community Job Fair (fall), other college career fairs (fall and spring), employer-specific job fairs (year round), National Career Fair events (year round)



Why do employers participate?

- increase the organization's visibility with potential employees and consumers
- provide career information about their organization
 - types of internships and/or jobs they typically offer, desired skill for typical positions, hiring process, hiring timelines, etc.
- identify prospects for current or future internships or jobs



Why should you participate?

- find an internship, job, or volunteer opportunity
- increase your knowledge about the breadth of types of employers and career possibilities
- practice your interviewing (employment and /or informational) skills
- make contacts with organizations for future career development
- because there are benefits for both students seeking immediate opportunities AND long-term planning, students of ALL class years should attend career fairs



Before the fair

- pre-register, if recommended or required
- define what you want to achieve at the fair
 - general career information, specific organization information, secure a formal interview, etc.
- identify target employers and research them
- create a list of questions for employers
- develop and practice your “30-second pitch”
- polish your résumé(s)
 - create multiple targeted résumés for different career goals
 - print copies to share with employers
- assemble your wardrobe and accessories



At the fair

logistics:

- arrive early, if possible
- check your appearance when you arrive
 - remove your hat and coat; check your backpack, if coat check available
- check in at registration desk and get directory, map, and other information
- review materials to learn layout of the facility, location of target employers, and services offered
- use your time wisely. If a booth has a long line at it, move to your next employer, then go back when the line is shorter



At the fair

engaging with employers:

- make a strong, positive first impression
 - firm handshake, good eye contact, confident delivery of your 30-second pitch
 - you generally only have two or three minutes with an employer, so stay on point
 - if desired, observe recruiter interaction with other attendees for a few minutes to get comfortable
- speak clearly and listen carefully
- use your list of questions to guide your conversation
- inquire about next steps and how to best follow up
- secure a business card (and leave yours if you have one)
 - make notes on back of card about your conversation



After the fair

- send a thank you note to each employer representative you spoke with the same or following day
- indicate in your note that you will follow up within the appropriate timeframe and in the manner you discussed – then do!
- continue to keep in touch with the employer representative periodically
 - “keep them in the loop” - let the recruiter know if you take any action steps he/she recommended (e.g. completing on-line application, contacting colleague in different department or office)



Partnering with Career Services: Before the fair

- polishing your [résumé](#), 30-second pitch, and questions for employers
- identifying employers and positions that best fit with your career goals
- researching [employers](#), [career fields](#), and [industries](#)
- [getting input on your wardrobe](#)
- connecting with MSC alumni who work with target employers
- [prepping for the interviews](#) you generate at the fair
- brainstorming on other strategies or opportunities to engage with employers of interest



Partnering with Career Services: After the fair

- writing your thank you notes
- evaluating your interaction with employers
- creating your follow-up strategy and timeline
- connecting with MSC alumni at target or newly-identified employers
- doing a mock interview for the interviews you generated
- brainstorming on other strategies or opportunities to engage with employers of interest



Connect with Career Services

Schedule a 30-minute individual advising appointment:

call 315.684.6615 to find a time and day

Daily appointments are available daily, but sometimes fill quickly

Swing by a for a 15-minute chat during our Drop-in Hours:

see “This week in Career Services” e-mails and
our calendar at www.morrisville.edu/careerservices for days and times
no appointment required – or allowed!

Campus-wide workshops and events:

watch “This week in Career Services” e-mails and our
calendar at www.morrisville.edu/careerservices for topics, locations, dates, and times

Stop by our offices:

318-319 Crawford Hall

if we’re not otherwise engage, we’ll be happy to speak with you!

Check out all the resources on our website:

www.morrisville.edu/careerservices