

## Successful Networking at a Career Fair

- \*Employers sometimes report that: “Students didn’t know anything about our company.” One student actually asked an employer, “What exactly does your company do?”. **Research the companies** through their website or on “Hilltop Careers” via Career Planning website.
- \***Present a professional image.** Don’t wear jeans, sweats, ball caps, sneakers.
- \*Introduce yourself to the representatives with a **firm handshake**, eye contact, and a positive and confident manner. Include your name, major, and the year you are graduating. Tell them if you’re seeking an internship or a part-time or full-time position. And, **SMILE!**
- \***Be prepared to tell the employer specifically what type of position you are looking for.** Employers sometime say that students can’t answer the question: “What type of job/internship are you looking for?” Don’t say: “I’m looking for any kind of job.”
- \*Prepare a **personal commercial.** This is your marketing/sales pitch. Include your qualifications and how they might prove useful to the company. Keep it under 30 seconds.
- \*Take **lots of resumes** with you, printed on resume paper. (SEU’s copy center has resume paper.) Have your resume reviewed by a Career Counselor in the **Career Planning office (MH 134, ph.448-8530)**, or if you don’t have time for an appointment, attend one of Career Planning’s Resume workshops. Show your resume to several people for proofreading.
- \*Make yourself a **business card.** Include: your name, your major, your area of specialization, your expected graduation date, and of course address/phone/e-mail. Use the back for a skills and qualifications list.
- \*Take a **folder or attaché** for your resumes and collected papers. Take paper and pen to write notes. Collect the recruiters’ business cards. Consider purchasing a business card binder.
- \*Don’t limit yourself to visiting just 1 or 2 companies or the “popular” “big-name” companies. Use this event to network with **as many people as possible.** You’ll miss out on excellent opportunities by bypassing smaller less-known companies.
- \***Don’t be a “wallflower” and just hang out with your friends.** Get in there and introduce yourself to the recruiters. Good networking means going beyond your comfort zone.
- \*Present yourself in a **positive and professional manner.** From the time you enter the facility to the time you leave, all eyes are on you. Recruiters talk to one another. Put your best foot forward at ALL times.
- \***Listen and learn.** Feel free to take notes.
- \*Present yourself as a serious candidate. **Treat a career fair like you would a job interview.**
- \*After the career fair, take the time to **write “thank-you” notes** (written or e-mail) to the people you met and thank them for the time they spent with you. Tell them that you are looking forward to staying in touch and you are very interested in an opportunity with their company. Employers are looking for students who initiate the next step. Those who simply wait to be called won’t be as successful.