



4 P's to Help You Rock the Career Fair

Standing out at a career fair can be tough. That's why it's important to know what to expect when you enter a room full of employers and other potential candidates. Here are four "P's" to help you get ready for the big event.

Prepare

- Bring resumes, pens, and a notepad.
- Dress up. Wear business casual or professional attire. If you're in doubt about what to wear, remember that it's better to overdress than to underdress.
- Review the list of employers who will be attending, and then research the ones that interest you. Representatives enjoy talking to enthusiastic, informed candidates.
- Ask intelligent questions. You will be memorable if you ask targeted questions about specific opportunities rather than generic questions like, "What does your company do?"

Plan

- When you walk into the fair, scope out the room to understand where bottlenecks are. Some employers may have lines of candidates waiting to talk to them, and others will be less busy.

- Make time to talk to employers you are most excited about.
- If you are nervous, talk to an employer that's not at the top of your list to get a feel for the conversation and to gain some initial confidence. Once you have a better idea of how a conversation may go, introduce yourself to your top prospects.

Pitch

- Be ready to talk about your professional skills and interests as if you are in a formal interview.
- It's likely that a recruiter will say, "Tell me about yourself." Have a succinct (approximately one-minute) response ready. If you have researched the employer, this will be a little easier because you can tailor your response to what they're looking for.
- Rather than asking what a company can do for you, tell them what you bring to the table. Leave the recruiter with one specific quality or skill you can offer that will make their organization function at a higher level.

Pursue

- Don't be afraid to jot down notes as you speak with a representative. If it makes you more comfortable, you can wait to take notes until after you have finished the conversation, but be sure to do it before speaking with anyone else.
- If the person you are talking to doesn't know about a specific opportunity you're interested in, ask them who you should contact to find out more.
- After you have a discussion with a representative, ask for a business card.
- Follow up with a thank you note. If you offered to send a link to a professional profile or LinkedIn page, be sure to follow through.

Go have fun out there! It may seem daunting at first, but remember that you get to choose how to represent yourself. If you are prepared and confident, you'll rock it!

If you'd like to practice walking through a career fair conversation, or if you have any questions, please drop by the Career Action Center. We would be more than happy to help.

Our next Internship & Career Fair is on February 7th from 10:00 am - 1:00 pm in Woodway 202. We hope to see you there!

Career Action Center: Mountlake Terrace Hall 130 | Open M-Th, 8-5; F, 8-3

Resource Room: Mountlake Terrace Hall 138 | Open M-Th, 9-4; F, 9-3

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