

The UCS offers a variety of career fairs throughout the year. Regardless of your major, year in college, or future goals, there are many benefits to attending a career fair.

WHEN DO CAREER FAIRS HAPPEN?

Each September, there are three career fairs over four days:

- The Beta Alpha Psi Accounting/Finance fair (split into two days with different companies on each day)
- The Consulting/Information Systems/Supply Chain fair
- The Marketing/Management fair

Every January, there is one All-Business career fair that focuses on all functional areas.

All IU career fairs are open to all IU students. Check out other fairs on campus for your target employers. See Kelley Connect at careers.kelley.iu.edu for additional details.



REASONS TO ATTEND A CAREER FAIR:

- Investigate positions and career fields you could pursue with your major and background
- Meet representatives from organizations with whom you are interested in working
- Increase your chances of interviewing with an employer
- Get more information about specific companies and positions
- Develop and expand your network of contacts

WHAT TO EXPECT AT A CAREER FAIR:

- Many companies conduct next-day interviews so making a positive impression is crucial.
- Employers expect you to be prepared (dress professionally, ask meaningful questions, have a polished resume, etc.).
- Employers expect to interact with students seeking job opportunities, as well as those simply researching careers and companies.
- Be prepared for long lines of students waiting to speak with recruiters. Expect to have a relatively short amount of time to sell yourself and make a positive impact. An employer's goal is to be exposed to as many job candidates as possible.

TWO QUESTIONS NEVER TO ASK AT A CAREER FAIR:

The research you conduct prior to attending the fair will help you find the answers to these two questions:

- What does your company do/make?
- What positions are you hiring for?

CAREER FAIR *Checklist*

BEFORE *the* FAIR

- ❑ **Prepare an error-free, one-page resume.** Your resume should reflect your most current accomplishments, skills, and experiences. Take multiple copies with you to the fair to distribute to all recruiters with whom you speak in case they ask for it. Have your resume reviewed by a UCS Coach.
- ❑ **Prepare and practice your elevator pitch.** You may deliver your pitch in several parts. Introduce yourself stating your name, major, and job goal (full-time or internship) at the beginning.
- ❑ **Plan your strategy.** Look at the list of participating companies in Kelley Connect or the Career Fair App. Select the top 10-15 companies in which you have interest and rank them in preference order.
- ❑ **Research your selected companies.** Look at the company profile and positions each company is seeking to fill, which you can find on Kelley Connect. Do more extensive research using the company's own website or by utilizing research websites like Mergent Intellect, Marketline, or Dunn & Bradstreet through the IU Libraries website.
- ❑ **Prepare insightful, meaningful questions.** Ask the recruiter questions about the company based on your research or what you might want to know such as, "Please describe typical duties for interns in your firm." or "What has been your career path within the company?"
- ❑ **Dress professionally.** Professional dress is required to enter the career fair. See additional detail including

DURING *the* FAIR

- ❑ **Take the FREE shuttle to the fair.** Allow yourself adequate time to get to the Monroe Convention Center by using the career fair shuttle. Parking is limited and reserved for employers. Driving yourself is not your best option.
- ❑ **Register at the student check-in table.** You will need your student ID in order to create your nametag. Leave your coat and backpack or purse at the bag-check.
- ❑ **Stop at the UCS Career Coach table.** Come see us if you have any day-of questions.
- ❑ **Plan your approach.** Take a few minutes to review company booth locations. If your schedule permits, start with the companies in which you are least interested. This will allow you to hone your approach and be most confident and prepared when speaking with your top companies.
- ❑ **Introduce yourself.** Extend a firm handshake and offer your resume. Make appropriate small talk. Give the remainder of your elevator pitch at an appropriate point. Do NOT leave the recruiter without telling him or her why you are a good fit for the position/company. Ask the questions you prepared before the fair. Share what you learned about the position and the company from your research.
- ❑ **Ask for the recruiter's business card.** If there is no card available, write down his or her name. You may be able to find contact information on Kelley Connect, but this is not a guarantee.
- ❑ **Thank the recruiter for his or her time.** Express your interest in working for the company. After leaving, make notes on what you learned from the recruiter and what next steps you should take.

AFTER *the* FAIR

- ❑ **Send thank-you messages.** These can be emailed to each recruiter for companies in which you are still interested. Acknowledge the time they gave you while at the fair and repeat your interest in the company.
- ❑ **Do any follow-up activity required.** Complete the company's online application and/or upload a resume and/or cover letter to the company website, as instructed by the recruiters.
- ❑ **Check Kelley Connect.** Information regarding position postings and deadlines, as well as on-campus events with recruiters and UCS workshops are posted on Kelley Connect. Do not forget to apply for positions as they are available. Some interviews may take place the day after the career fair so be prepared and know your availability.
- ❑ **Execute your job search strategy.** Use the networking advantage you have gained from career fair connections.