**Assignment Purpose:**

Preparation before attending a career fair is crucial to your success while there. Preparation can also bring about feelings of confidence, enhancing the likelihood of making great connections.

**NACE Career Readiness Competencies this project covers:**

- **Career and Self-Development:** By preparing and attending career fairs, students will be able to develop plans and goals for their future while professionally advocating for themselves.
- **Communication:** By connecting with potential employers, students will be able to enhance their skills of effectively exchanging information, ideas, facts, and perspectives with others.
- **Critical Thinking:** Interacting with potential employers, students will have to use their critical thinking skills to understand relevant information that various employers have presented them with. They will then have to use this information to understand their needs and respond accordingly, by deciding which employers they would like to work with.
- **Professionalism:** Career fairs are inherently a professional event. Students will be able to demonstrate appropriate attire and conversation in a professional setting. Students will be able to demonstrate professionalism in how they converse and follow-up with potential employers.

**Assignment Directions (Option 1):**

Using Handshake, find and choose three employers attending the career fair that offer positions related to your career choice. Explain why you chose each of them. (Why would you work there? What makes them a good employment option? What attracts you to that company?).

Prepare a Pitch: Write and rehearse a short 2-3 sentence statement introducing yourself to an employer that explains your career interest, your major, year, and any other relevant background information.

**Assignment Directions (Option 2):**

Attend a career fair and engage in networking. Go to an employer table, introduce yourself (name, major, fun facts, shared interests, career goals). Exchange contact information (i.e. business card, email, and/or LinkedIn) for the purposes of staying in touch and completing the assignment. Whenever you network with someone, it is recommended that you send a follow-up email thanking them for their time and referencing something specific in your conversation (i.e. similar interests, a project you mentioned). This demonstrates professionalism and is a step in maintaining your network over time.
Take a screenshot of your follow-up email and submit it as evidence of your networking. See below for guidelines for a professional thank you, please feel free to modify:

**Faculty Resources**

*Preparing your Student for the Job & Internship Fairs*

**Student Resources:**

To increase your knowledge of career fair preparation, we recommend reading our [Career Fair Checklist](#). Additionally, you can read our [Networking and Informational Interviews](#) handout for more information on networking with potential employers.

**Sample E-Mail:**

Dear (Name of the recruiter)

My name is (your name) and we met on (date of the career fair) at UAlbany’s Career Fair. I enjoyed speaking with you about (name of their company) and about (specific subjects, projects, other topics you discussed). What stood out the most in our conversation was (the company's mission, its service to the community, the opportunities for growth, etc.).

I wanted to restate my interest in the (job, internship, shadowing, site visit) opportunity. I would be excited and honored to be considered for an interview. (Here is a good place to share why you are interested in the company, what you would bring to the position and what kind of professional qualifications you have). I believe that my (relevant experience) and (specific skillset) would make me an excellent candidate for the job.

I have attached a digital copy of the resume I handed you at (name of the career fair). Thank you so much for your time and consideration. I genuinely appreciate your kindness in (answering my questions, offering me advice, listening to my concerns, etc.)

Sincerely,

(Your name)