

Checklist for career event success

Preparation is the key to career event success.

Use this checklist to ensure you are ready to participate in any career event with confidence. Employers are looking to meet with students and alumni who may be a good fit for their organization.

Market yourself at career events by focusing on your skills, not necessarily your major.

Before the event:

- Prepare recommended items to take to the career event:
 - A letter-sized padfolio with note pad and pen.
 - Several copies of your resume.
 - Research notes on organizations participating in the fair.
 - A compact professional portfolio of your work samples (if applicable to your industry).
- Visit Handshake (asu.joinhandshake.com) to review the list of organizations attending the event and determine which organizations you want to meet while at the event.
- Follow organizations of interest on LinkedIn, favorite them on Handshake and research their organization history, philosophy and career opportunities ahead of time.
- Drop in or schedule an appointment to have your resume reviewed to make sure it highlights your skills and achievements.
- Prepare a powerful introduction that demonstrates to employers who you are and what opportunities you are seeking in less than 30 seconds.
- Some employers may choose to interview you on the spot at a career fair. Be prepared by reviewing common interview questions ahead of time and practicing with a friend or with a CPDS staff member, and utilize InterviewStream to practice virtually anywhere at anytime.
- Choose an outfit that is professional and makes a good first impression. Plan to leave behind your backpack, skateboard or other bulky items.
- Think about the questions you want to ask an employer and write them down.

Ask employers what qualities they are looking for in the ideal candidate for the organization's positions.

Day of the career fair:

- At the career event check in at the registration table to pick up a name tag and download the Handshake app to see the layout of the event.
- If you're attending an in-person career event, drop any extra bags or backpacks off at the complementary "bag check".
- Ask for the business card or LinkedIn profile link of each employer you speak with in order to follow up with them.
- Review the information and organize a list of employers you plan to visit, in order of priority.
- Practice your powerful introduction with a few employers before approaching your top picks.
- Plan to take periodic breaks to assure that you look and feel your best when approaching the next employer.
- Watch the traffic flow in the room and if a line seems too long, it may be more efficient to select another employer.
- Take notes during your conversations and reference them in future correspondence.

When sending a thank you email or note remind recruiters of the details of your conversation and ask to stay in touch.

After the event:

- Write thank you emails within 24 hours to those recruiters you visited at the career event. Try sending these after business hours so your email is at the top of their inbox the next morning.
- Keep accurate records of your contacts with the organizations you met with. Include dates of your emails or telephone calls and electronic copies of all application materials you send.