



UNIVERSITY OF  
OREGON

Lundquist College of Business

## Mohr Career Services

# Career Fair Tips

### Maximize Your Career Fair Experience

#### Prepare, Strategize, and Execute a Solid Career Fair Plan

#### Steps

##### Step 1: Prepare

- Look at the list of companies who will be attending—are there any you already **know** you want to learn more about?
- If there several companies you **are** particularly interested in, take the time to visit their websites. Briefly review their sites—can you get a sense of what they are about? Consider looking at the Careers section of their sites—does it appear that they have any open positions available?
- Practice your elevator pitch—or self-introduction. This should include your name, a very brief summary of your background, how that led you to where you are now in school, and express your current interest in the industry.
- Prepare your business casual wardrobe, or a business suit if that is appropriate for your field.

##### Step 2: Strategize

- Before the event, take a look at the map of Career Fair participants. Note which ones you are **already** interested in and try to visit their booths first, so that you can be sure you have time to have conversations with them.

##### Step 3: When you arrive

- Survey the scene. Note the traffic—is there any area that is not as busy? If so, consider starting there, so you will be able to hold conversations with the recruiters/employers.
- Consider doing a walk-through so that you know where everyone is located before you begin to approach employers.
- Warm up. Practice your elevator pitch with a career services staff member, and/or approach a couple of companies that aren't on your target list first.



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### Step 4: Approach the table/booth

- Briefly scan the materials on the table. Feel free to pick up any brochures you think you might want to read later.
- See if the recruiter/employer looks available to talk. If so, feel free to approach.
- Introduce yourself—smile, shake hands, and give your brief elevator pitch.

### Step 5: Talk with Employers/Recruiters

- Ask the recruiter to describe the company.
- Ask if they have current needs or open positions.
- Ask follow-up questions about whatever the recruiter brings up. You can always ask about trends they see in the industry, what types of candidates are most successful there, or whether the company is in a growth phase (which will tell you whether or not they are likely to be hiring in the future). Also, you can always ask your own questions, about anything that is especially important to you in a workplace.

### Step 6: Ask if they have any open positions (if it hasn't come up already).

- If so, ask if you can leave a resume.
- If not, ask if they are accepting resumes and ask if you can leave one.

### Step 7: Thank the employer/recruiter for the conversation and ask for a business card.

- Write notes on the back of the business card to help you remember what you talked about.

### Step 8: Follow up—either via email or LinkedIn.

- Let the employer/recruiter know you enjoyed meeting them and note something specific from your conversation. Offer to keep in touch.

### Need more help?

Come to Mohr Career Services drop-in hours from 10am-4pm Monday-Friday at 155 Lillis or make an appointment through Handshake.