



## **Succeeding at a Career Fair and Building your Connections**

Making it work for you

All fairs and events are listed in Handshake: [https://nau.joinhandshake.com/edu/career\\_fairs](https://nau.joinhandshake.com/edu/career_fairs)

### **Continue Your Growth in Your Career Search**

We understand that it is a scary time right now if you are looking for an internship or a full-time job for our upcoming graduates! We are here to work with you to find these opportunities. Believe it or not, there are a lot of jobs available right now and companies are still hiring interns for the summer. Make an appointment with our team in Handshake to **see the possibilities**.

If your dream employer is attending an event right on campus, wouldn't you want to meet them? Here are tips to help you calm your nerves and begin to build networking relationships with these recruiters. They are looking forward to meeting you so let us help put your best foot forward!

Networking—**building personal connections** within your preferred industry—gives people an opportunity to get to know you and open the conversation for internships and job prospects. We offer résumé and cover letter review, interview preparation and mock interviews, virtual interview rooms by appointment, and career fairs each semester to meet with employers.

### **Reasons to Attend a Fair or Employer Event**

- Meet companies that are serious about hiring NAU students for jobs and internships.
- Make a personal connection with a recruiter before and/or after applying for a job.
- Expand your network of contacts and potential interview opportunities.
- If you're an underclassman, career fairs are a great place to learn about potential career opportunities
- Practice networking in a safe environment.

### **Do Your Homework and Prepare**

- Research the companies that are attending and prioritize the ones you plan to target. Registered companies can be viewed in [Handshake](#).
- For your target companies, know what you want to do for them and why.
- Apply for open internships/jobs in Handshake.
- Practice how you will introduce yourself to employers. Be natural and mention your interest in the company. [Elevator Pitch Examples](#).
- Develop one or two open ended questions to ask your target employers.
- Bring enough resumes (on resume paper) to leave one with all of your target companies plus a few extra.

### **Practice, practice, practice**



Practice what you will say to employers out loud. Often what we think we want to say doesn't come out how we pictured in our heads. Spend time practicing what you'll say in front of the mirror, in the car or talking to your pet or roommate. This will increase your confidence for when, in the heat of the moment, you won't freeze up when you are talking to the employer of your dreams.

For more ways to practice, sign up for a mock interview with one of our company partners! You can select a time and register in Handshake. You can also do a mock interview with one of our outstanding Career Coaches at any time.

To schedule a mock interview with a Career Coach, make an appointment in Handshake and select "mock interview". FCB Career Development Office at the FCB room 121 and appointments can be made in [Handshake](#).

## **What to Expect**

### **In person fair/event**

Initially, entering a career fair can be a bit overwhelming. Knowing what to expect can help ease anxiety.

- First, locate the registration table, which is normally near the entrance. Sign-in and get a nametag.
- Upon entering the room filled with tables and/or booths, survey the layout of the room to find the companies you want to visit. There will be a layout/map available at the fair.
- In most cases, human resource professionals staff the tables. Companies may also send alumni or department managers. They are hoping to meet YOU!
- Take a deep breath and share your story with recruiters.

Keep in mind that every recruiter you speak with was once in your shoes. Remember they are here to help start your career off on the right foot. Prepare for the Fair workshops can help you know what to expect, develop a strategy and alleviate some unnecessary stress. You got this!

### **Virtual fair/event**

We are all very familiar with using virtual platforms like Zoom, Teams, etc. Handshake also has an easy to use virtual platform. Here is a short video on what a virtual fair will look like:

- [\*\*Handshake's Guide to Attending a Virtual Fair\*\*](#)

If you have any questions regarding the process of registering for the Career Fair or Handshake (where you request interviews for positions), or if you would like résumé review or general assistance with the process, please visit our very helpful staff in the FCB Career Development Office at the FCB room 121. Appointments can be made in [Handshake](#).

## **Set goals**



There are more than 50 employers that come to career fairs and only a handful are probably hiring for positions that would interest you. Don't feel like you need to speak with all of them. Set realistic goals and expectations for what you want to accomplish when networking. Whether it's speaking with three employer or 15, set goals that you are most comfortable with based on your strengths and personality.

### **Start small**

Get the nerves out of the way at the beginning for the career fair by warming up with a few smaller companies before talking to your top choices. This will help you get a feel for the questions that you might be asked from employers you most want to impress. And you never know—you might end up finding better opportunities for you at the companies you were least planning on speaking with.

### **Making a Great Impression**

The recruiters attending the career fair have some basic expectations.

- Job candidates should have a professional resume that has been critiqued by a career advisor.
- Career fair participants should be neatly dressed and groomed. [Business attire](#) is a must for job and internship seekers. If you have a financial need for business attire contact our office, WE CAN HELP! [Wendy.tappan@nau.edu](mailto:Wendy.tappan@nau.edu)
- A professional portfolio pad is good for carrying resumes and for taking notes. You can also keep your company research here to be prepared.

### **Be an Active Participant!**

- Listen and watch as your fellow job seekers are talking to recruiters. You can learn a great deal about the “dos and don'ts” of job searching from being a casual observer.
- Do more than browse the job fair and passively pickup brochures and giveaways. To make the most of your time, you must introduce yourself to the employers, hand them your resume, and [ask open-ended questions](#).
- Never leave the table without getting a business card! Due to Covid, many companies will not have a business card to share so get a name and connect with our office for their contact information after the event. [Fcb-cdo@nau.edu](mailto:Fcb-cdo@nau.edu)

### **After the Career Fair**

- Apply online to the companies that interested you the most.
- Send a thank you email letting the employer know you have applied. Attach your resume if you were unable to apply online but want to be considered for positions.
- Following-up will make you stand out among the hundreds of people they met at the job fair, showing how interested you are.



see amazing opportunities to network with our companies. Bookmark these links to find virtual events/fairs and jobs/internships.

**“W. A. Franke College of Business Career Fair”** Our fairs will mainly serve these majors: accounting, finance, economics, management, marketing and information systems. All NAU majors are welcome to attend.

### **More ways to build your résumé and experience!**

#### **“Micro-Internships” and Project Websites**

[The Forage](#) - Virtual work experience programs replicate work at top companies and connect students to the companies themselves. In only 5-6 hours\*, learn relevant tools and skills necessary to complete similar tasks during their workday.

[Parker Dewey](#) - Internships are great, but traditional programs are limited by the number of opportunities they can offer and the talent they can attract. Micro-Internships are scalable, easy to implement, and create a pathway into your existing programs.

From on-demand project support to industry-leading diversity recruitment initiatives, Micro-Internships help your team identify, engage, and assess college students and recent grads nationwide.

### **Student Organizations at the FCB – Get Involved to build your experience!**

#### **Alpha Kappa Psi**

Alpha Kappa Psi is the nation's oldest business professional fraternity and welcomes **all majors**. It is a coed fraternity focusing on leadership development and the core values of *Brotherhood, Knowledge, Integrity, Service, and Unity*.

#### **Beta Alpha Psi**

BAP welcomes elite members of the accounting, finance, and computer information science majors to apply for membership on a per-semester basis if they meet the requirements.

#### **Delta Sigma Pi**

Delta Sigma Pi is a professional fraternity organized to foster the study of business in universities.

#### **Future Business Leaders of America**

At Northern Arizona University specifically, we cater to students of ALL majors and backgrounds. All students are welcome to and encouraged to join!



### [Future Business Women of America](#)

A club that encourages and supports aspiring businesswomen to define and achieve success in ways tailored to each individual. This club creates an environment that is based on support, achievement, and positive connections. Our goal is to empower each other and further develop professional skills.

### [Information Systems Association](#)

We provide students at Northern Arizona University that have shown an interest in IS an opportunity to network with other majors, while building our common knowledge about the IT industry.

### [NAU Colligate DECA](#)

Join more than 15,000 members on 250 campuses across the world who are preparing for careers in marketing, finance, hospitality, management and entrepreneurship.

### [NAU Investment Club](#)

The Investment Club will include a competitive investment simulation, where we research companies for potential investment. This research will be comprised of, but not limited to, various valuation models, financial analysis, and risk management.

### [ProSell – Professional Sales Club](#)

The NAU ProSell Club is a student led organization of Northern Arizona University that looks to advance professional sales capabilities.

The club attends professional selling events, participates in national sales competition, and meets regularly. The club welcomes students involved in the professional selling program, as well as students with an interest in learning more about the sales process. The club also welcomes sales professionals to engage. The club frequently has professionals serve as guest speakers and sales coaches to help the members prepare for competitions.