

Career fairs allow you to meet prospective employers, develop industry contacts and obtain information about employers, industries, jobs and career paths

Be Prepared

- Employers expect you to dress professional, ask thoughtful questions and have a targeted résumé
- Employers may not be hiring, so make a good impression so they remember you for the future
- You will have a short amount of time to sell yourself...make the most of it



Before the Career Fair

- Research companies and learn about products/services, mission, vision, current and future opportunities
- Prepare a targeted résumé and bring enough copies (get it critiqued at Career Services)
- Prepare a business/contact card that outlines your contact info, education, skills and qualifications
- Create a list of relevant questions to ask and be prepared to answer employer questions
- Practice your 30 second elevator pitch - summary of your education, experience, and your career goals (Elevator Pitch Tipsheet)

During the Career Fair

- Arrive early and dress professionally
- Introduce yourself, give a firm handshake, smile and maintain eye contact
- Ask meaningful questions and listen attentively
- Collect business cards, brochures and handouts

After the Career Fair

- Follow up to thank the employers for speaking with you. Emphasize your interest and how your skills and qualifications make you a great fit for their organization.
- Set up an Information Interview with an employer of interest

Start the Conversation

- *"After researching your company I was looking forward to meeting you and learning more."*
- *"I see you work for, I've read a lot about your latest (product/process/research)."*
- *"Hello, my name is and I am in the program, as a student I am really interested in learning more about your company."*

Keep the Conversation Going

- *"Tell me more about..."*
- *"What advice do you have for graduates entering the field?"*
- *"What do you look for in new hires?"*
- *"Are co-op, internship or summer positions available?"*
- *"What are the company's plans for future growth?"*
- *"What are the typical career paths for a graduate in this field?"*
- *"What personal qualities, skills or experience would help someone do well in this company?"*

It is NOT appropriate to ask about salary at the Career Fair

Be Prepared to Answer Employer Questions

- *Tell me about yourself.*
- *What specific position are you most interested in?*
- *What are your short-term and long term career goals, and how do you plan to achieve them?*
- *What do you consider to be your greatest strengths and weaknesses?*
- *How has your college experience prepared you for a career?*
- *In what ways do you think you can make a contribution to our organization?*
- *What do you know about our organization?*
- *Why did you choose your program of study, what interests you about the industry?*
- *What qualifications do you have that make you think you will be successful?*

How to Move On

Always thank the employer and ask to leave a résumé and get contact information.

- *"Thanks for the information on __. It was great meeting with you. I will definitely follow up with you later."*
- *"As a student who wants to know more about the __ industry, I really appreciated the opportunity to talk to you. Do you have a business card so that I can follow up with you later?"*
- *"I am very interested in keeping in touch. What is the best way I can keep in touch with you or someone in your company so I can apply when appropriate?"*

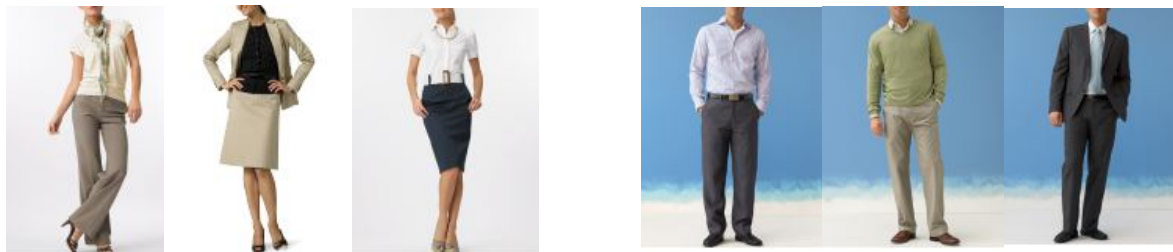
Dress for Success at the Career Fair

Dressing in a **professional** or **business casual** manner – no matter what job you are applying for

- Leave your backpacks and winter coats in your locker
- Cover up tattoos and visible body piercing (nose rings, eyebrow rings, etc.)
- Wear minimal jewellery
- Avoid loud or distracting patterns, wear colours that are not memorable (black, navy, grey, taupe, cream) and make sure clothes are clean and wrinkle free

Recommended

- Dress shirt with collar, dress pants or professional khakis with professional shoes or dress pants/skirt (NOT too short or too tight) with blouse (avoid showing cleavage)
- Wear minimal daytime makeup; use only clear or conservative colour nail polish
- Clean shaven or well-groomed facial hair



Additional Resource: georgebrown.tenthousandcoffees.com

St. James, 200 King Street (Room 155B), 416-415-5000 ext. 3818 sjcareercentre@georgebrown.ca
Casa Loma, 160 Kendal Avenue (Room C317), 416-415-5000 ext. 4100 clcareercentre@georgebrown.ca
Waterfront, 51 Dockside Drive (Student Success Hub), 416-415-5000 ext. 5301 wfcareercentre@georgebrown.ca

GBCareers – view job postings, events and book appointments: gbcareers.georgebrown.ca

*Updated Feb 2020