



CAREER SERVICES
 Baker University Center 533 – Ohio University
 (740) 593-2909
www.ohio.edu/careers

CAREER FAIR ETIQUETTE

What happens at a Career Fair?

- Student Registration—name tag, list of employers
- Recruiters have tables set up and students walk around talking with recruiters
- Many recruiters are Ohio University alumni (but not everyone)
- Recruiters may be young—don't assume the person is a student
- Students can explore different opportunities for internships, co-ops, and career positions
- Students distribute many résumés, meet many recruiters, and are given lots of business cards
- Tiring—a lot of “face work,” busy, a lot of students
- Shuttle between Baker Center and Convocation Center
- Many recruiters have promotional items (pens, t-shirts, cups, candy)
- Second Day—recruiters interview students they met at the Career Fair

Before the Event

- Self-discovery--think about your skills, experiences, values, and qualifications
- Identify employers of interest--check out a list prior to the fair which will list openings and preferred majors
 - list is on Career Services' website
 - can also see a list in the Career Resource Center
 - identifying employer can help you save time at the Career Fair
- Prepare your résumé--attend a Career Services Résumé Writing Workshop, schedule an appointment with a counselor for a résumé critique
- Practice presenting yourself--develop 2-3 minute commercial and sell yourself
 - practice "commercial" with friends until it becomes easy
 - "commercial" should include name, major, class status, evidence of knowledge/interest in employers, and how your skills would be an asset
 - walk with confidence
 - firm handshake
 - be aware of facial expressions--smile and show interest
- Appropriate dress
 - men--dark suits, polished shoes, dark socks, well-groomed hair, clean hands/nails, appropriate tie
 - women--neutral or dark suit, proper hose color, polished shoes, well-groomed, not too much perfume/make-up or over-done hair
- Props--portfolio, nice pen, copies of résumé on good paper, reference sheets
- Research Employers—Internet, in Career Resources Center, Alden Library

During the Event

- Target areas on the map--check out who is there and location of their table—be open to all employers and pick up employer literature/business cards
- Ask questions--regarding career opportunities, internships, summer jobs, network yourself, find out what opportunities exist for someone with your credentials
- Take your time--be patient and use time wisely
 - arrive early
 - talk with recruiters who have a short line
 - volunteering to help with a career fair is an excellent networking opportunity
- Sell yourself
 - be enthusiastic, energetic, excited and make a good impression
 - be prepared to give recruiter a résumé and possibly a reference sheet

After the Event

- Send thank you cards
 - Use business cards you picked up for name (correct spelling), title, address
 - Can be handwritten or typed
 - Sent within 24-48 hours of event
 - Refer to location and date of event
- Follow-up
 - If recruiter asks for you to send résumé or other information, do so ASAP!
 - Mention your discussion at the career fair, your qualifications, your interest in the organization, and anything you forgot to mention at the fair
- Evaluate your experience
 - What was positive? Negative?
 - Did your research help you?
 - What questions were difficult to answer?
 - What would you change for future career fairs?
 - Were you able to articulate your career goals?
 - How was your "commercial" received?
 - Did you follow-up?

Career Fair Blunders

- Lacking focus--admitting, "I'll take anything."
- Not dressing neatly or professionally
- Not bringing a résumé
- Lacking knowledge of an employer and/or confusing employer with a competitor
- Not making eye contact
- Lacking enthusiasm or interest in the employer or job opportunities
- Asking about salary
- Not asking any questions, asking inappropriate questions, having a poor/unprofessional attitude
- Grabbing "freebies"
- Lacking communication skills
- Not being willing to relocate
- Not bringing anything to write with or write on
- Having a weak handshake
- Not taking time to fill out an application if asked
- Not following up with recruiters
- Not sending thank-you notes