

TURN A JOB FAIR INTO A JOB OFFER



CAREER SERVICES

TURN A JOB FAIR INTO A JOB OFFER



CAREER SERVICES

Decker Hall 202

Career@bemidjistate.edu

218.755.2038

www.bemidjistate.edu/services/career



CAREER SERVICES

Student Success Center

Decker Hall 202

Career@bemidjistate.edu

218.755.2038

www.bemidjistate.edu/services/career

table of **CONTENTS**

PREPARING FOR A CAREER FAIR.....	3
BEFORE THE CAREER FAIR.....	4
APPROACHING EMPLOYERS.....	5
COMPONENTS OF AN ELEVATOR PITCH.....	6-8
RESEARCHING EMPLOYERS.....	9
QUESTIONS TO ASK AT THE FAIR.....	10
DURING THE CAREER FAIR.....	11
AFTER THE CAREER FAIR.....	12
SPECIAL NOTES.....	12
EMPLOYER NOTES.....	13-15
DRESS FOR SUCCESS.....	16
INTERVIEW TIPS.....	17
INTERVIEW QUESTIONS.....	18



preparing **FOR A CAREER FAIR**

Job & Internship Fairs are typically one day events designed to connect a large number of employers with a large number of students/candidates. Employer representatives attend these events to meet/interview individuals for immediate and future hiring needs, collect resumes, and market their company/organization. For students/ candidates, benefits of attending a career fair include:

- The luxury of one-stop shopping (i.e. the opportunity to meet several employer representatives at one time and place)
- An opportunity to learn about specific companies/ organizations and their respective jobs and internships
- The chance to actually talk (in person) to a company representative instead of just submitting a resume or employment application by mail or online
- An excellent way to network and make company contacts, perhaps even asking those in your targeted industry for general feedback about your resume, education or experiences

Students/candidates who are most successful at job fairs are the ones who prepare.

Smart preparation includes three stages:



before **THE CAREER FAIR**

Before attending the Job & Internship Fair it is important to make sure you are prepared, a few ways to stay organized include:

- Prepare your resume, have it reviewed/proofread/critiqued so that it's perfect (no errors!). Print multiple copies on resume paper
- Visit Resumes on The Run (check times and days at www.bemidjistate.edu/services/career)
- Research the companies/organizations who will be attending the event so that you can communicate intelligently with the recruiters
- Prepare your 30 second commercial/elevator pitch
- Prepare pertinent questions to ask the recruiters
- Practice responses to sample interview questions
- Arriving at the event and before entering the career fair room, study the program/floor plan so you'll know where each organization is located



approaching **EMPLOYERS**

An elevator pitch is essential when networking with career professionals and attending career-related events such as career and internship fairs. An elevator pitch should be a short yet impressive introduction of yourself designed to market your experiences and skill sets. Pitch should be accurate, clear, concise and memorable! Important components of an elevator pitch are listed below. Keep in mind, you may include up to three parts: past, present, future. Fill out the following page to develop your pitch and practice your pitch out loud. Remember to keep your pitch to 30 seconds or less.

Your elevator pitch can be used to answer the following questions:

- "What are you studying?"
- "What are your plans after graduation?"
- "What do you do or are you interested in doing?"
- "Tell me about yourself."

Sample:

"Hi. My name is Lili Williams and I am a senior studying Business Administration with an emphasis in Management. I have experience as an intern at several hotels including the Comfort Inn & Suites and the Doubletree. My skills in communication, problem solving, and sales have been strengthened from my internship experiences. I am interested in a sales position within the hotel industry and would love to learn more about your company and what you look for when hiring sales managers."

components **OF AN ELEVATOR PITCH**

Prepare a 90-second-or-less self-introduction that you'll be able to use in modified form for each career fair contact. Some possible elements to include:

- I'm interested in opportunities in (functional area of business)...
- I see from the (company name) website that you have openings in...
- I have a "can do" attitude and ability to (have an example ready to share)...
- Prepare examples/stories from your experience to demonstrate creativity, problems encountered and solved, or possible responses to hypothetical questions ("What would you do if...?")



components **OF AN ELEVATOR PITCH**

The Components of an Elevator Pitch:

A. Who Are You & What You Do?

You should start out your pitch by introducing yourself (name, year in school, what you study, etc.) as well as your relevant experiences such as work experience, leadership experience, volunteer work, club involvement, research experience, academic experience, etc. "Hi, My name is _____ and I am a __ (junior, senior, etc.) majoring in _____ (major) at Bemidji State University. I have experience in..

B. What Makes You Unique? What are Your Skills and/or Accomplishments?

State some of your strongest skills and/or accomplishments that you feel would be meaningful to an employer or career professional. Make sure you mention qualities you possess that are unique and meaningful to the employer. This is also a place to talk about relevant accomplishments.

My strongest skills/strengths are _____

OR

Some of my accomplishments include _____

components **OF AN ELEVATOR PITCH**

C. What Are Your Goals?

State your career field of interest and list why you are interested in that field. Let employers know what you are looking for: an internship, summer job, part-time or full-time position. Do not be demanding, but be straight forward that you are looking for a job.

Using The Components Above, Create Your Elevator Pitch:

Hello my name is (A) _____ and I am currently
(attending, enrolled in, working at) (A)_____.
I believe that my (B) _____ makes me
unique and will bring value to your organization. My goal is to (C)



researching **EMPLOYERS**

When researching companies/organizations before the career fair, try to learn at least the basics which include:

- Company mission
 - Size of company
 - Products/services
 - Location(s)
 - Competitors
 - Niche/specialties
 - Job/Internship opportunities
 - Work/corporate culture; etc.
-
- Prepare questions to ask the recruiters that demonstrate you've taken time to research their organization but now need more information
 - Don't be discouraged if some companies tell you to apply online. Use this opportunity to start a dialogue with the recruiter and ask specific questions about their company and positions they have. This will help them remember you when they see your online application. Write down the recruiter's name so you can follow up with him/her after the Fair.
 - Some companies may be here to promote their company and may not have a specific position open in your field at this time. This is still a good opportunity to learn about the company, what types of education and experience they are looking for, and make a contact you can use later when they do have an opening.
 - Don't forget to smile!

questions **TO ASK AT THE FAIR**

Some sample questions to ask at the fair include:

1. What type of opportunities are typically available to students/graduates?
2. How soon do you plan to fill this job/internship?
3. What do you like most about working for your company?
4. How many people are employed within your _____ department?
5. What specific skills/qualifications does your organization look for in its candidates?
6. Could you describe the ideal candidate for this position?
7. What are the major challenges the new hire will face in this position?
8. Are there specific courses or other requirements you look for in prospective employees?
9. What is the hiring process at your company? How could I arrange an interview?
10. What are the projections for future changes within your organization?
11. How does your organization train its new employees?
12. What opportunities does your company offer for individual professional development?
13. What is a typical career path to the higher level position of _____?
14. What is the best way for me to follow up with you?
15. Tell me about your job. What do you like and dislike about it?
16. What is unique about your organization?
17. Can you suggest anything I can do to improve my chances of employment with your company?

during **THE CAREER FAIR**

- Wear professional business attire (i.e. suit or business/meeting attire); when in doubt, it's always best to error on the side of being conservative and over-dressed rather than under-dressed
- Pay attention to personal grooming and accessories (read dress for success on page 16 for more details)
- Avoid chewing gum; no food/drinks in hand
- Cell phones should be turned off and kept out of site
- Carry the copies of your resume in a professional looking folder or portfolio
- Bring a pen and small notebook/portfolio for notes and recruitment materials
- Introduce yourself and be enthusiastic; use a firm handshake and maintain eye contact. Clearly state your name, major/degree, and graduation date; be ready to launch into your 30 second commercial
- Ask questions to show your interest in the company!
- Volunteer your resume (don't wait for the recruiter to ask for it)
- Collect business cards from recruiters (ask for one if they don't volunteer this); perhaps make quick notes on the back side, if appropriate
- Before leaving each table, thank the recruiter for talking with you and for any brochures/company literature and promotional materials (e.g. coffee mug, pen) they shared; ask about follow-up activity and timeline
- Be sensitive to others who are waiting behind you in line; realize that employers sometimes like to talk to groups
- Don't monopolize someone's time

after **THE CAREER FAIR**

- Keep track of those you spoke with and any special notes on conversations that you've had
- Send thank you correspondence to those you are seriously interested in and wish to pursue
- Be persistent! Keep your communication with the recruiter in motion.

special **NOTES**

The most sought after skills and attributes that employers seek include:

- Communication
- Interpersonal skills
- Intelligence
- Enthusiasm
- Flexibility
- Leadership
- Team work
- Energy level
- Initiative

Even though time is short at career fairs, try to show or share evidence of these if possible.



Don't be discouraged if recruiters tell you to apply online. Make a good impression, and use the opportunity to gather information. They will remember who stood out!

employer **NOTES**

BEFORE complete this section prior to visiting with the recruiter:

Company Name: _____

Location(s): _____

Positions Available: _____

Location of Positions: _____

Number of Employees: _____

Annual Sales: _____

Distinguishing Fact(s): _____

AFTER complete this section immediately following your conversation with the recruiter:

Name of Recruiter: _____

Type of Training: _____

Length of Training: _____

Career Path: _____

Description of Company Culture: _____

Miscellaneous Information: _____

Overall Rating of Company:



employer **NOTES**

BEFORE complete this section prior to visiting with the recruiter:

Company Name: _____

Location(s): _____

Positions Available: _____

Location of Positions: _____

Number of Employees: _____

Annual Sales: _____

Distinguishing Fact(s): _____

AFTER complete this section immediately following your conversation with the recruiter:

Name of Recruiter: _____

Type of Training: _____

Length of Training: _____

Career Path: _____

Description of Company Culture: _____

Miscellaneous Information: _____

Overall Rating of Company:



employer **NOTES**

BEFORE complete this section prior to visiting with the recruiter:

Company Name: _____

Location(s): _____

Positions Available: _____

Location of Positions: _____

Number of Employees: _____

Annual Sales: _____

Distinguishing Fact(s): _____

AFTER complete this section immediately following your conversation with the recruiter:

Name of Recruiter: _____

Type of Training: _____

Length of Training: _____

Career Path: _____

Description of Company Culture: _____

Miscellaneous Information: _____

Overall Rating of Company:



dress **FOR SUCCESS**

Men:

- Necktie should be silk with a conservative pattern (see YouTube Windsor Knot to tie it)
- Dark shoes (black lace-ups are best)
- Dark socks (black is best)
- Get a haircut; short hair always fares best in interviews
- Facial hair should be neat and trimmed
- No rings other than wedding ring or college ring
- No earrings (if you normally wear one, take it out)

Women:

- Always wear a suit with a jacket
- Shoes with conservative heels
- Conservative hosiery at or near skin color (and no runs!)
- No purses, small or large; carry a briefcase instead
- If you wear nail polish, use clear or a conservative color
- Minimal use of makeup (it should not be too noticeable)
- No more than one ring on each hand
- One set of earrings only
- No visible cleavage
- Avoid skirts that are too short

Men & Women

- Conservative two-piece business suit (solid dark blue or grey)
- Conservative long-sleeved shirt/blouse (white, pastel)
- Well-groomed hairstyle
- Clean, trimmed fingernails
- Minimal cologne or perfume
- Empty pockets--no bulges or tinkling coins
- Light briefcase or portfolio case
- No visible body piercing (nose rings, eyebrow rings, etc.)
- Wear jewelry sparingly for your interviews
- Socks should match in color to your suit
- Body squeaky clean and odor free (use extra deodorant)
- No visible tattoos

interviewing **TIPS**

The resume gets you in the door; the interview gets you the job! Congratulations on making it to the next stage of the hiring process. We suggest that you prepare for an interview, as if it were a final exam!

Before the interview:

- Research the organization
- Create a list of your key accomplishments and skills
- Practice a list of interview questions
- Prepare questions to ask the interviewer(s) at the end of the interview
- Test drive to the interview site the day before
- Have copies of your resume, reference sheet and unofficial transcripts
- Be sure your interview attire is cleaned and ironed

Day of the Interview:

- Arrive and enter the building ten minutes early
- Introduce yourself professionally, smile and maintain eye contact
- Be mindful of your non-verbal communication
- Leave your phone in the car!
- At the conclusion of the interview, determine the next steps

After the Interview:

- As soon as possible write down what you're thinking and feeling. What went well, what do you wish you would have expanded on
- Write a thank you note to the interviewer, reminding them of how your experiences align with the candidate they are seeking.

interview **QUESTIONS**

1. Tell me about yourself.
2. What can you tell me about your background and experience?
3. Why do you think you would like to work in our company?
4. What can you tell me about your strengths and weaknesses?
5. Why did you leave (or want to leave) your employer?
6. What do you think of your last (present) boss?
7. What do you think would be an ideal job?
8. What were the best and worst aspects of your last (present) job?
9. Are you willing to travel? To relocate?
10. What subjects have you enjoyed the most? Least?
11. What extra-curricular activities did you participate in?
12. Which of your accomplishments in the past three months has given you the most satisfaction?
13. What would you like to be doing five years from now?
14. Tell me about a work situation that really challenged you. How did you meet the challenge?
15. Describe a time you had to deal with conflict in a group situation?
16. Describe a situation in which you had to handle an upset customer or co-worker?
17. Give me an example of a time you showed initiative.
18. Tell me about a difficult decision you had to make at work.
19. Give us an example of a time in which you worked under deadline pressure.
20. Describe a time when you disagreed with your supervisor. How did you handle it?