WHY YOU SHOULD GO TO CAREER FAIRS

It doesn’t matter what major or year in college you are; you can gain benefits from attending a career fair. Career fairs can help you:

- Explore and learn about the positions and career fields you can pursue
- Grant you an opportunity to meet representatives from your dream company for whom you are interested in working
- Maximize your chances of interviewing with an employer
- Expand your network of professional contacts

BEFORE THE FAIR
Research Employers
Do your homework and learn which organizations are attending the fair. Choose a few to see, and research them. By doing prior research you will be in a better position to talk to recruiters in informed and meaningful ways.

Update Your Resume
Make sure that you have an updated resume that reflects your current experiences and skills. Take advantage of Career Services Peer Advising to revitalize and polish it. Once you do that, make sure to bring (10-15) copies to the fair.

Create Your Elevator Pitch
In order to make the most of your encounter with employers, prepare a brief, persuasive introduction that you use to create interest about yourself. This is your chance to make a good impression. Be prepared to ask three or more questions you would like to ask the recruiter.

Dress Professionally
Looks matter! The way you carry yourself cannot be stressed enough. Be certain that you dress professionally.

GETTING THE MOST OUT OF A CAREER FAIR

Make a Plan
Make a plan to meet a few employers. Remember you only have a brief moment of contact. Prioritize and make a list of the employers you want to talk with.

Remember
- To listen carefully to what the recruiter has to say
- Avoid using filler words such as “um”, “like” and “you know”
- Demonstrate confidence through body language and voice
- Offer resume and be able to speak about it
- Ask for a business card so you can follow up
- Never ask a recruiter what their organization does. You should do your homework.

30 Second Elevator Pitch
After handing the recruiter a copy of your resume, be prepared to expand on it quickly. Share basic information about yourself and your career interest like this:
- Name
- Major/Emphasis
- Opportunities you are seeking
- Relevant experiences (Job, internship or volunteer)
- Highlight the skills and strengths
CAREER FAIRS

WHAT TO BRING
Come professionally dressed and bring with you copies of your resume, a notebook, and pen. Leave your bags in the coatroom to avoid any type of distraction while meeting employers.

Introduce Yourself
- Talk to an employer who is not in your top list first. This gives you an opportunity to practice before you meet the recruiters that interest you even more.
- Your elevator pitch is a valuable tool at career fairs. Make sure to practice beforehand. Remember to include: Name, major, relevant work experience, skills, accomplishments, employment goals, and why you are interested in their organization.

For Example:
“Hi. My name is Joe Demo, and I am a junior at UMass majoring in early childhood education. As a student teacher at xyz school, I enjoy helping young children learn skills and help them navigate their surroundings. I have gained valuable experience in creating child-friendly and age-appropriate activities in new and innovative ways to engage learning. I also communicate children’s progress to parents and other teachers with a team approach. Based on my education and experiences, I believe, I would be a great fit for your program. Can you please tell me a bit more about entry-level positions and what qualities you look for in top candidates?”

Sample Questions you might ask employers
- Do you have an internship coordinator I may contact?
- Do you have a formal internship program?
- What courses or majors do your look for in potential interns?
- What are typical entry-level positions for someone with my major, skills and experience?
- What skills do you look for in potential candidates?
- What is the best way to apply to your organization, and how long does the process usually take?

Be prepared to answer questions from employers including:
- Why are you interested in our company?
- What kind of position are you looking for in our company?
- What strengths do you bring?

More tips
- Choose purposefully the employers you are interested in talking with.
- Ask them if they are accepting resumes. Avoid giving your resume to every employer in the fair.
- There are many students who want to talk to employers, so get your point across quickly.
- If you plan to speak to a number of employers, make sure to take notes in case you need to follow up or want to ask a question later on.
- When you ask an employer a question, make sure it is not readily available on their company website. Learn about the employers as much as you can, prior to your encounter.
- Don’t forget to ask for a business card or contact info before you move to the next employer.

Tips:
- Be focused and positive.
- Make eye contact and smile!
- Have a firm handshake.
- Bring your perfected resume.
- Dress neatly and professionally.
- Ask engaged questions.

AFTER THE FAIR
Follow up
Follow through if you have promised the employer that you would send additional documents, sample work, etc.

If you had a meaningful conversation with an employer, send a thank-you e-mail/letter within 24 hours.

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