

# Spring 2017 Career Fair Preparation

Career Fairs provide a great opportunity to meet recruiters, network for internships/jobs, and gather company information. Because first impressions are very important, here are some suggestions to maximize your participation.

## **PREPARE**

**Research Companies** – Learn in advance what companies/organizations will be in attendance. You can view the list of employers at: <https://bmcc-cuny-csm.symphlicity.com/events/spring2017>. Visit the employer websites and read current business articles to learn more about their products, services, mission, and organizational structure. Start to think about insightful questions you want to ask company representatives.

**Prepare Your Resume** –Prior to the fair, make sure to have your resume reviewed by an Advisor from the Center for Career Development in S342. He/she will critique it and help make suggestions and improvements. Getting your resume reviewed prior to the career fair is extremely important. Bring multiple copies of your resume to the fair.

**Set Goals** – Establish specific goals you have for the career fair (e.g. hand out X number of resumes, introduce yourself to representatives of companies A, B, and C).

**Practice Your “Introduction Speech”** – Practice making eye contact and using a firm handshake. Rehearse a brief introduction that includes your name, major, school, relevant skills and qualifications, interest in the company, and type of job you are seeking.

**Be Positive**– Be optimistic, have realistic expectations, and stay open-minded. Attending career fairs are an excellent way to network for a job. Whether or not they lead directly to a job offer, they will provide opportunities to build relationships with employers and learn about positions that are out there.

## **AT THE FAIR**

**Present a Professional Appearance**-Make a good impression to be taken seriously. Dress in conservative and professional business attire (no low-cut shirts, short skirts, no jeans, t-shirts, sneakers). Make sure clothes are ironed. Do not wear too much cologne, perfume, make-up, or jewelry.

**Bring Multiple Copies of Your Resume**- Hand them out to employers. Also, bring a pad of paper and folder/briefcase for carrying all of the information you have collected.

**Be Strategic** – Make an “A” list (priorities/must meet) and a “B” list (nice to meet if time permits) of companies. Go to a few “B” list employers first to practice your introduction and questions. When you’re warmed up and feel confident, visit your “A” list employers. Check out the companies without a lot of people lined up, as well those that are popular.

**Approach Representatives Effectively** –Approach representatives politely and introduce yourself, “Hello my name is \_\_\_\_\_. I am a (freshman/sophomore...etc), majoring in \_\_\_\_\_. My experience includes \_\_\_\_\_. I am interested in hearing about any opportunities you may have in \_\_\_\_\_ at your company.”

\* Do not approach employers with gum or candy in your mouth.

**Gather Information/ Ask Questions** – Pick up business cards and company literature for future reference. Do not be afraid to ask the representatives questions! Avoid taking lots of pens, toys and prizes.

**Be Professional** – Smile, be polite, patient, and professional with everyone you meet. Recruiters are watching and listening. When you are finished speaking with a representative, ask for a business card, shake his/her hand, and thank him/her for his/her time.

## FOLLOW UP

**Follow Through** – Send a thank you note along with a cover letter and a targeted resume to contacts you met (or ones you did not get the chance to meet). Call them about 10 business days later to confirm that they received your information and to offer any additional questions they may have about your qualifications.

**Apply Online** - Employers may ask you to upload your resume on the career section of their website. Even if not asked to do so, you should see if this is an option and follow through, as recruiters use uploaded resumes when sourcing candidates. You may also be asked to complete an on-line application; if so, follow instructions to do so accurately and in a timely fashion.

### Develop Your Own “ELEVATOR PITCH”

An “Elevator Pitch” is a brief description of your professional identity. It can be used in networking situations when you are first meeting people and need to introduce yourself and summarize your career goals and qualifications. It can also be modified for use in cover letters and interviews.

Examples:

Good Afternoon, my name is \_\_\_\_\_. I will be graduating with an Associate’s degree in \_\_\_\_\_. I am interested in your company because \_\_\_\_\_. I have experience/skills/ knowledge in \_\_\_\_\_. Do you have any available positions that I qualify for? What is the application process? May I have your business card in case I have any questions?

Hi, my name is \_\_\_\_\_. I am a \_\_\_\_\_ major. I am looking for a position in \_\_\_\_\_. In my last position, I was able to gain experience in \_\_\_\_\_. I know that your company specializes in \_\_\_\_\_. I would be very interested in hearing about any opportunities you may have in this field.

***Now, develop yours.*** Make sure to include key information such as: name, title, education, select experience and skills.

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#### Hours

Mon-Thurs 9AM-6PM, Fri: 9AM-5PM  
Alternate Saturdays: 10AM-4PM  
(Check the Center’s website for  
Saturday Schedule)

#### Walk-In Hours

Mon-Thurs: 10AM-5PM, Fri: 10AM-4PM

Support for evening and weekend career development services  
is provided by a grant under the Carl D. Perkins Career and  
Technical Education Act of 2006 administered by the New York  
State Education Department.

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