

## Job Fair Tips from A—Z

### **Attend** the Westside LINK Job & Career Fair

**Be** at your best in marketing your self. Be prepared by being well dressed and communicating your enthusiasm and professionalism. Employers will take you more seriously and will probably spend more time with you if you are well groomed and well prepared.

**Communicate** your skills in a clear, concise manner. Take time to self-assess and focus on your skills, values, and interests. Interests are those areas that energize you. Create a *capsule biography* that reflects your unique skills as they relate to your career field. Practice your handshake, a friendly smile and presenting your capsule biography.

**Develop** a targeted resume. If you are seriously interested in more than one career field, you may develop two or three targeted resumes. When taking resumes to the event, make sure they do not become wrinkled. Bring more resumes than you think you will need.

**Emphasis** is placed on developing STAR statements: **S**ituation, **T**ask or role, **A**ction you performed, and **R**esults, how you made a difference either qualitatively or quantitatively. Use these in your oral communication and in your resume.

**Focus** on job specific, adaptive and transferable skills and the language of the career field in your resume and when communicating with employers.

**Grooming** includes well pressed, appropriate clothing as well as clean fingernails, and hair that is clean and neat. The more professional the attire, the more employers will take you seriously.

**Haphazard** preparation will get you no where. Keep yourself organized and focused!

**Investigate and identify** employers who will be attending the job fair by using their web sites. Research them to know which organizations are of most interest to you.

**Job titles are obsolete.** There are over 12,000 job titles and they vary by industry and organization. Focus on skills required and job related functions (i.e. managing, organizing, communication skills), not job titles in evaluating who is of most interest to you.

**Knowing** which organizations are of most interest to you will help you rank them according to the order of importance to you.

**Learn** more about those companies by researching. This will help you develop your marketing strategies.

**Manage** your time at the job fair by highlighting those companies of most interest to you in one color and highlighting those of secondary importance to you in another color. Start with those of most importance to you and then with those of secondary interest to you.

**Noise** will be an issue for you unless you remain focused.

**Organization** is essential if you are taking more than one targeted resume. Place targeted resumes in folders labeled for easy retrieval. If you spend time "digging around" for them, the employer will lose interest.

**Prepare and plan** to meet with employers who are not on your primary or secondary list. You may be pleasantly surprised regarding opportunities for you with these organizations.

**Questions** you prepare and ask employers should be developed to also inform the employer of your knowledge about the organization and industry.

**Rejection** - If rejected, ask yourself what you can do to prevent rejection from other employers. Do not allow it to distract you or become less confident. Self-confidence is essential. Always reflect on what you can do better by evaluating your experiences.

**Seek** further information regarding the appropriate person in the organization to contact if an employer seems uninterested in you.

**Time** is of essence, so arrive early in the day when the recruiters are the most refreshed and may not be as busy as they will be later in the day. You will also have time to meet with more employers.

**Utilize** the opportunity to collect business cards from everyone you meet. Make brief notes on the back regarding important points you want to remember about the employers. This will be helpful in your thank you letters and future follow-up. Do follow up with thank you letters! Most employers will expect you to express your interest by following up with them.

**Value** your skills and experience if you want others to value them.

**Win** at the job fair by following the tips provided.

**Xpect** to be a winner by having a positive attitude, enthusiasm and communicating in a clear, concise manner.

**You** are the only one who can successfully market you!

**Zoo Time!** You can prevent the event from becoming a zoo by preparation, communication and follow-up!