**CAREER FAIRS**

Career Fair Booklet

Use the following filters to select at least 20 companies to approach

1. Career areas: IT, Manufacturing, Healthcare, Construction, etc.
2. Job type: Full-time, Internship, Co-op, etc.
3. Sponsorship
4. Company Descriptions

Notes

Using the company website or the career fair booklet, learn the following and make brief notes in the booklet:

1. About Us
2. Mission
3. Vision
4. Core Values
5. Products & Services
6. Work Culture
7. Relevant Job postings and Job descriptions

Documents

Carry the following documents with you at the career fair:

1. Resume
2. Career Fair Booklet
3. Business Cards

Dressing

Try the following attire for the career fair:

1. Wear a Black or Blue Suit with tie, if available
2. If not, wear a shirt and slack or trouser
3. Also, wear Black formal shoes

Info/Networking Sessions

Attend the Info Sessions or Networking Sessions before the career fair and do the following:

1. Network with HR or recruiters
2. Learn more about the company
3. Ask any questions

Elevator Pitch

* **First Impression**

When you approach the person at the booth, do the following:

* + Smile and greet the person
  + Do a firm handshake
  + Introduce yourself
  + Maintain good eye contact
* **Introduction**

Start your pitch with conveying and asking the following:

* + What is the name of your school or current organization?
  + What are you studying in school or what is your role in the current organization?
  + What are your areas of interest?
  + When are you graduating or available to start working?
  + Ask about job opportunities within your areas of interest and the job type you’re seeking.
* **Main Body**

Talk about the following in your pitch:

* Your Education
* Your Professional, Academic, or Volunteering experiences
* Your Technical skills and Soft skills
* Your Projects
* Career relevant extracurricular activities
* **Ending**
  + Demonstrate a good culture fit through your interests
  + Illustrate a good position fit between your profile and the job description of their open position

Communication

1. Request for a business card of the HR or recruiter
2. Follow up on Email after filling the job application
3. Try to connect on LinkedIn

Strategy

1. Keep your pitch interactive by asking questions, to elaborate on your experiences, projects, activities
2. Ask any questions you have regarding the company or open position
3. Approach as many relevant companies as possible
4. Continuously interact with your batchmates to find the best opportunities at various booths
5. Quickly look up the company on your phone if you didn’t research about them earlier
6. Keep your pitch anywhere between 60 to 90 seconds

Dos and Don’ts

1. Don’t chew gum while you’re talking to the person
2. Keep your phone on silent mode
3. Don’t wear jeans or t-shirt
4. Wear clean iron clothes
5. Use slight makeup
6. Wear minimal jewelry
7. Use mild perfume
8. Have clean fingernails
9. Maintain fresh breath
10. Comb your hair properly