

# HOW TO PREPARE FOR A CAREER FAIR

## SEVERAL DAYS BEFORE THE FAIR - Register online.

128 companies currently registered, 42 to get registered

- Review the company websites to learn their mission, products, services. Many career services offices will post a list of companies who are coming on their website. Target the ones who seek your major, and who match your interests and abilities, and your personality. What's your passion? Do any certain companies send a spark in your consciousness? Or how you imagine your future career? Do a bit more research on these companies. Then tailor your resume, if possible, to that company's openings.
- Prepare Your Resumes/Prepare Your Commercial. Some job seekers bring two or three versions of their resumes, and hand out the appropriate one to match the company needs. Prepare a 30 second commercial about yourself and why you're interested in working for their company. Practice it, alone or with friends, until you are comfortable saying it again and again.
- Plan your wardrobe. A simple suit, dress, pantsuit, or even a nice blouse and pants/skirt outfit is fine. Keep jewelry and perfume minimal. Shoes should be comfortable for a lot of walking and standing. Bring a small tote-bag or briefcase to hold company materials and a folder to hold your resumes.

WHAT TO WEAR - Women	WHAT NOT TO WEAR
Pant suit or skirt suit –it doesn't have to be black/navy	Casual or too dressy outfits, colors those are too bright.
Dark shoes, or shoes appropriate for your outfit	Platform shoes, big boots, strappy sandals, tennis shoes
Simple, non-dangly jewelry	Flashy or big jewelry
Modest blouses and tops	Low-cut blouses or tops
PERSONAL GROOMING TIPS – TO DO	NOT TO DO
Hair should be neat, not in your eyes.	Over-done style.
Clean teeth and breath (mints, breath strips work well)	Too much make-up, loud eye shadow, tons of mascara
WHAT TO WEAR – Men	WHAT NOT TO WEAR
Dark pants, dress shirt with tie	White socks, informal clothing
Suit or plain sports jacket is optional	Tennis shoes
Dress shoes, or good loafers	

- Strategize Your Approach. *NO companies ideally, Directory of employers goes up Fri. before*  
Are you an electrical engineering major? If you have a senior project that you'd like to show off, summarize it, format it, and attach it to your resume. Are you a mechanical engineering major who did an interesting community service project? If so, be sure to include it in your resume, or have a second sheet to hand to recruiters describing your experience and value gained in that setting. *Don't staple! Paper clip to attach*
- Research, research, research. Check out Hoovers.com, Vault.com and Wetfeet.com or Optimal Resume. These sites have extensive information about companies and industries. Your school's library most likely has extensive databases for company research. Ask the reference librarian.

**You should know:** Size of the company, nature of the products/services, target markets, general company history.  
**Additional research to get your application noticed:** Who are the leaders/competitors in their industry? Specific information about various departments, company environment and culture, recent news about the company (e.g., mergers? layoffs, expansion to other countries?), whether they are public, privately held, and profitable?

**Key to Getting Resume to Top of the Pile:** Apply on-line to their openings, check CDSlink first for postings, then the company's website. When you meet the recruiter, hand them your resume and tell them which position(s) you've applied to. Tell them which position you're most interested in and why!

## 1-4 DAYS BEFORE THE FAIR

- If available, review the online list of companies for newly added companies and locations.
- Late additions: There are sometimes several companies who register late. Don't miss them! They could be your future employer! Research their website, as well as their career opportunities section if available.
- Check your wardrobe. Appearance is important. Make sure your outfit is clean and ready.