

The Ultimate HOW-TO For Jobzella's 3rd CAREER FAIR



Jobzella&PDF
Third Career Fair
22-DEC 2018 @The Greek Campus



So what is a career fair?

Simply put, career fairs are a gathering of recruiters, job seekers and professionals; you would think that a career fair's only purpose is recruitment, and you'd be wrong. Career fairs are a cornucopia of career & job related activities; whether it be training, workshops, speeches or just plain networking.



Finding out about potential employers in your area is an absolute essentiality when it comes to landing a new job. This is why career fairs are so important; you get the chance to mix & mingle with other professionals in your field, potential employers and many notable figures. In order to do this outside a career fair, it would take you weeks of planning & travelling and a lot of hard work. Career fairs bring all of that to you in one place. We saved you the trouble, we provided the opportunity; the rest is up to you.

Typically, career or job fairs are set up in an open-area or large halls where recruiters set up booths for their respective companies. Job seekers move around from booth to booth to inquire, ask and apply.

Job fairs provide benefit to all who attend; whether it be recruiters looking to fill their open vacancies, job seekers looking for their next gig or companies attempting to spread brand awareness about their products or services.

In your last years of college, you'll hear the term "Career Fair" often. You'll be unsure at first at what it is. It's common, no one graduates knowing everything about the other side of life; the professional career life. That's why we have also published another guide for those who "are taking their first career steps." **From Zero To Hero**

Check it out Here



What is there to do?



Career fairs are rife with activities to do, opportunities to salvage and people to network with. There are many things one can do in your average job fair; and no, we're not just talking about finding a new job. Here is why you should be keen on attending all the career fairs you can.

Networking

Networking is a long term investment; you invest in relationships that will benefit you in the future. Networking gives you leads; whether it be clients, jobs or new project opportunities. Never underestimate how networking can give you a huge boost in your career.

Workshops

For those of you seeking professional development, career fairs are the perfect fit for you. Most fairs include workshops to give you amazing learning opportunities in many areas. Attending workshops gives you the insight & knowledge you need to develop your career the right way.

Career advising sessions

For fresh grads and those who are just taking their first steps of their career life, career fairs usually offer career advising sessions; which are a great aid for those not in the know. Start your career the right way by listening to what professionals have to say.

Inspiring speeches

Get a strong dose of inspiration when listening to influential people, pillars of the community and experienced professionals. In career fairs, you'll probably find a round of speeches thrown by some of the most important people in their respective industries. Listen to their stories and what they have to say; you're more than likely to hear something that will resonate with you throughout your entire career.

How are Job and Career fairs different?



We often hear the term "job" and "career" fair used interchangeably. To some people's surprise, they are two different things. So what really is the difference between a job fair and a career fair?

Career fairs revolve around everything that has to do with your profession, job and career. They involve much more than recruitment. Career fairs typically offer a great networking opportunity, training sessions, workshops and career advising sessions among many other things. Don't think that you won't find a job in a career fair though, career fairs offer a great opportunity for you to make a name for yourself and meet new people.

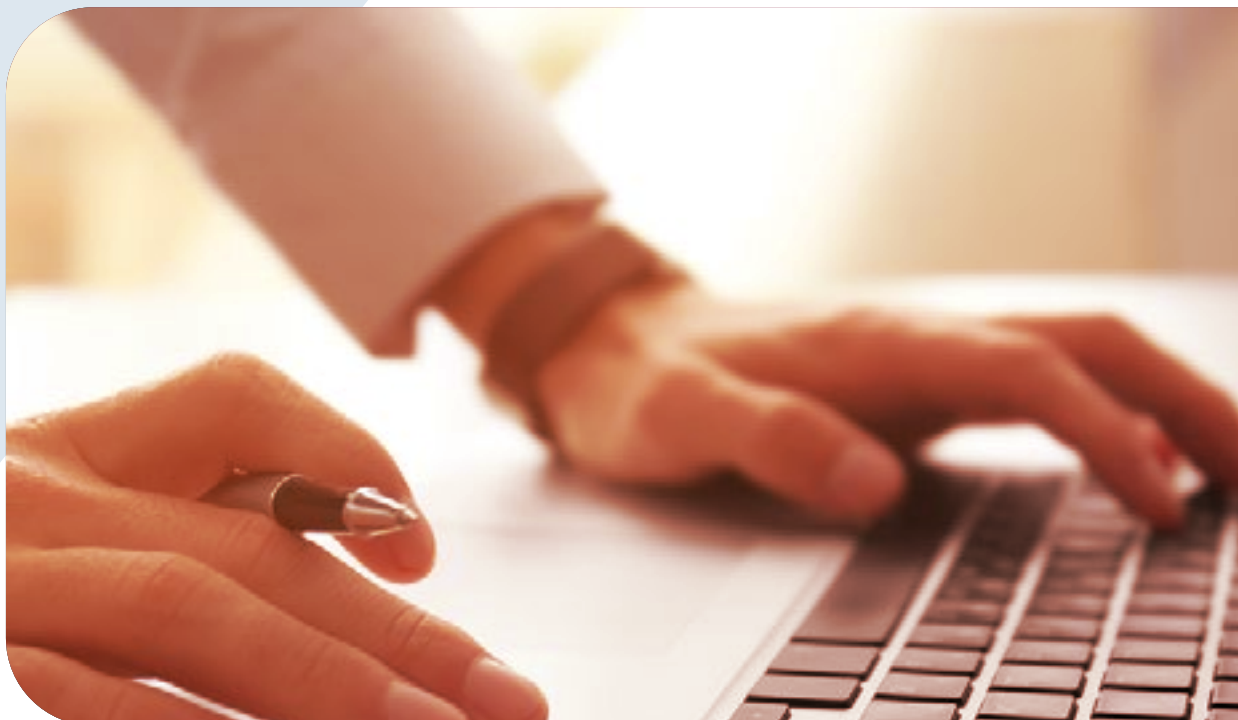
Job fairs are just what they seem to be; they're all about jobs. Recruiters come to recruit and job seekers come to, well... Job seek. It is common knowledge that you have more of a chance to find a job in a job fair than you do in a career fair. This is just a rumor though, Jobzella has been working hard to combine the best of both; job and career fairs. Review the highlights of the successes of our previous career fairs on Jobzella TV.

ProTip3# Be prepared for an interview

Oftentimes, recruiters find a candidate that could fit the vacancy they have. Some career fairs provide interview booths, where recruiters and job seekers can do an interview on the spot. You should be prepared in case you get invited for an on-spot interview. Get an advantage on your competition by being in a professional mindset. You're not there to do some sightseeing, you're there for your professional career, act like it.

ProTip 4#: Create a game plan

You don't just stroll into a career fair haphazardly and start talking to people around you. Most, if not all all career fairs, provide you with a map of the set-up. Figure out your route and locate the companies you're actually interested in. Typically there will be companies that are of no interest to you. In order to save your time and effort, create a game plan on how to tackle the fair and meet with every potential employer you need to.



Pro Tips for making the most out of a Career Fair



Attending a career fair and making the most of it involves more than just walking around aimlessly applying to each booth you encounter. A career fair requires preparation, due-diligence and a can-do attitude. Here are some things you can do to make sure you have a productive fair experience.

ProTip 1#: Make sure you pre-register

Career fairs typically offer attendees the chance to pre-register before attending. This saves you time & effort because registering at the fair will usually be a hassle and a major time-waste. You should be spending your time networking and finding new opportunities instead of waiting in line to register. **Pre register now [here](#).**

ProTip 2#: Do your research

Companies joining a career fair are typically announced weeks before the actual commencement. Do your research, find out about the companies, their needs and vacancies. That way, you know what booths you want to stop at and who to talk to exactly. As a bonus, the recruiter at the booth will be impressed by the knowledge you have about his/her company.

ProTip 7#: Mind your attire

You're not going for a picnic or a day out with your friends. Career fairs are often mistaken as casual environments, this could not be further than the truth. The way you dress is how people see you. Are you dressed in a professional demeanor and ready to start a new job? Or are you just wearing your regular old hoodie thrown over your everyday sweatpants? The impressions you leave will directly affect the impression you leave behind and your chances of landing a job.

Bring Extra copies of your resume

Interested in applying to 5 different companies? Bring 10 CVs. Sometimes a company representative will ask you for more than one resume. Sometimes you find opportunities that were not interesting at first, and sometimes you just lose one or two resumes here and there. Either Way, make sure you're prepared with extra copies.



ProTip 5#: Prepare your Elevator Pitch

When talking to recruiters in career fairs, you have a very limited time to leave an impression. Master your elevator pitch and sell yourself in the least amount possible. Your pitch is what guarantees a first good impression on the recruiter.

ProTip 6#: Network With EVERYONE

Don't believe in the power of networking? Think again. Meeting with people from different walks of life is essential in building your career. Gain insights from professionals working in different industries, mix and mingle with the variety of people you meet in the fair; you're bound to get a lead on a job, client or an exciting new opportunity.



Your Introduction

This is your first selling point; introducing yourself might seem like an easy task, but even the smallest missed details can leave a bad impression. Smile, make eye contact and be friendly. Introduce yourself in a calm & professional manner and be respectful of the company representative.

Your Pitch

Your pitch is the ultimate selling point. This is when you really get down to business; practice your pitch, highlight your most notable achievements and be brief & concise

Your Research

Remember how we highlighted the importance of research pre job fair? This is when it matters. Showing potential employers that you took the time to research their company proves that you are committed and are actually keen on joining the company.

Your first impression in the short time you meet with recruiters is crucial; remember to always be on your best attitude to leave a good lasting impression.



How to stand out from the crowd?



Your choice of garment

Before you even approach a booth or talk to a company representative, the experienced recruiter will size you up based on your appearance. Appearance and first impressions matter; that's why most, if not all recruiters, recommend dressing professionally. You can never go wrong with a smart business suit in a conservative color. Regarding a woman's choice of clothes, a business suit with a complimenting blouse is also recommended. Toning down the make-up is also a good idea. It is also advisable to wear comfortable shoes since you'll be on your feet most of the day.

First Impressions Count

The first impression you leave with a recruiter at a job fair is what eventually lasts, especially that the whole encounter only lasts a couple of minutes. Here are some tips on how to leave an impression that will last.

Where can you find Career Fairs?



Career fairs are no secret, they're advertised everywhere. In the age of social media, most career fairs are just a search bar away. So where can you actively look for your next career fair?

Note:

You can stay up to date on the progress of the activities through logging on you jobzella account and accessing the upcoming events menu.

College Job Fairs

For students and alumni, most universities in Egypt throw a career fair annually. Check with your university to see the schedule for Career fairs.

Professional Networks

You will find that most career fair organizers will advertise their event on either social media or professional networks. Check employment groups and other similar communities to stay up to date on the latest events.

Jobzella's upcoming events page

Jobzella follows the most important employment events in Egypt. Check the upcoming events page to stay in the know about all the events.

<https://goo.gl/wJZdtb>

What to do Post Job fair?



You've applied here and there, spoken to a couple of potential employers, attended a couple of workshops and mingled with the crowd. WAIT!!! It's not over yet, there's still work to do.

1 - Follow up

You've probably had multiple conversations with a variety of recruiters. Now is the time to follow up on these conversations. You've collected various business cards from several people you've met; connect with them and see what they have to offer.

2 - Maintain your records

Record or write down the specifics of what you did, who you networked with and what's been said. This will help you later on to maintain your professional network

3 - Start preparing

So you think you left a good impression; you probably did after reading this guide. It's now time to start preparing for potential interviews. Remember your contacts and start preparing for interviews with the companies you applied to.

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Now That You Know..

Now that you know all the ins and outs of maneuvering the career fair, you're ready to make the most of

Jobzella's 3rd Career fair.

After reading this guide you'll be able to:

- Leave a lasting impression on recruiters
- Networking with professionals in your field successfully
- Land an offer or an interview

Congratulations you're now a career fair expert!!!

Now you can pre-register [here](#) to attend the biggest career event of 2018

“Jobzella's 3rd career fair in December is an opportunity to widen your professional network, exchange experiences, find your dream job and much more.”