

The Crash Course on Career Fair - Fall 2017

Before the Career Fair:

1. Make and evaluate resume
 - a. Communication Center in CULC 447, C2D2
 - b. Specific Colleges have resources
 - c. Have someone you trust look over it
2. Check out CareerBuzz - ***GREAT RESOURCE***
3. Prepare your professional outfit
 - a. Check out campus resources such as: <http://www.gtcampuscloset.com/>
 - b. Men
 - i. If you are really unsure, wear a suit
 - ii. Collared shirt is a must
 - iii. Make sure shoes match belt and belt matches fabric color
 - c. Women
 - i. Pant Suits
 - ii. A skirt that ends at the knee or just above when you're standing (longer is okay as well)
 - iii. Wear comfortable shoes!
 - d. Both
 - i. Nothing distracting! No popping colors or mismatched items
4. Download the Georgia Tech Career Fair App for the Main All-Majors Career Fair
5. Have a plan of what companies you want to talk to and research them ahead of time
 - a. Find positions they are hiring for
 - b. Different areas to work in their company
 - c. Know what they do!! Know their clients/customers!! Know their products & history!!
6. Come up with elevator pitch
 - a. Research on those companies and tailor your elevator pitch to them
 - b. Introduce yourself
 - c. Work in facts about you into the conversation
 - i. Major, interest, side projects, relevant coursework, **experience that is related to the job**
 - d. Ask an engaging question to open up dialogue – ex. I am very interested in applying, can you tell me more about “XYZ?”
7. Schedule hours to attend the career fair -- Don't miss class but understand if you need to go right after class, you need to wear business attire to class. Pro-tip 1: Don't wear suit jacket to class, carry it until you get to the fair, especially if you're going multiple days with the same suit. Pro-tip 2: Bring a backup pair of comfortable shoes, jeans/shorts, or shirt once you're done.

During the Career Fair:

1. Confidence is Key!!
2. First impressions matter -- you are at the career fair before you are actually there
 - a. Make sure your hands are not cracking and are not slippery
 - b. Watch your breath! Nothing worse than talking to someone who just
3. Read the recruiter -- give the elevator pitch but put in things about yourself and interest in company - do not be a robot
4. Start a conversation with a recruiter. You are having a conversation and selling yourself not just rambling

5. Know what the company does
 - a. Step to the side before you approach a table, look up what they do, and steal buzzwords from their website to apply to yourself
6. Avoid big lines
 - a. If you do plan to go to big companies, be there 15 minutes before the career fair starts.
 - b. Not always worth standing in the big line but sometimes can be worthwhile
 - c. Pro-tip 3: If you're going to run to a line, be aware that you may be sweaty and out of breath, so adjust quickly or don't run.
7. Have a few questions prepared for each recruiter, but don't ask questions that any good job-seeker should already know, such as "What does your company do?"
 - a. Listen to the conversations ahead of you so you do not ask the same questions and so you know what not to say.
- 8. Get a business card (or at least contact information) from each recruiter so you can network with them.**
9. Remember all the keys to successful interviewing, including a firm handshake, a warm smile, eye contact, and a strong voice.
10. Take the initiative and ask about the next step in the process – especially the hiring timeline. And do be prepared to follow-up all job leads.
11. Do not waste the opportunity to network, not only with the recruiters, but with fellow job-seekers and other professionals in attendance at the career fair.
12. Do not ever say anything negative to the recruiter about your college or previous jobs, companies, or supervisors.
13. Do not be discouraged if companies tell you to apply online or seem like they do not like you.
 - a. Most companies require an online application
 - b. Not every company is a good fit for you and that's okay!

After the Career Fair :

1. If a recruiter tells you to apply online, be sure to do so that day so they can bump you up on their queue
2. If a recruiter tells you to schedule an interview, be sure to do it that day, or you might miss the window of opportunity
 - a. Interviews are usually that week and run out of slots quick
- 3. Send an email to the recruiters you have met and thank them for their time.**
4. Maintain relationship with recruiter/company
5. Make necessary updates to your resume
 - a. If a company mentions they like a skill or ask you to learn something, go and learn it!
 - b. Tell the recruiter that you did what they talked about!
6. Work on your elevator pitch and make necessary changes to your approach

Contacts:

- Campus Closet: campuscloset.com
- C2D2: career.gatech.edu
- Communication Center in CULC 447
- Major Advisors
- PL's - aman.aggarwal@gatech.edu can redirect your resume or just look over it if wanted
- Any other trusted person

General Career Fair is September 11th - 12th in the CRC! Good Luck!