How to Work a Career Fair

A presentation from the
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The Ohio State University Alumni Alumni Association
[link]

[The Ohio State University logo]
Your Career Management Team

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Career Management

• Programs/Resources
  ▫ Web resources, job board, webinars, programs, career fairs, individual career advising (in-person and remotely). Visit: go.osu.edu/alumnicareermanagement for more info.

• Career Changes
  ▫ Launching
  ▫ Transition
  ▫ Underemployment
  ▫ Unemployment
  ▫ Encore Career

• A Lifelong Process
  ▫ Assessment
  ▫ Exploration/Research
  ▫ Personal Branding
  ▫ Networking/Job Search
  ▫ Professional Development
Today’s Agenda

- Preparing as a candidate
- Understanding employer’s expectations
- Managing your expectations
- Presenting yourself during the fair
- Networking before, during, and after
- Effectively following up (after the fair)
Purpose of a Career Fair:

- See many employers at once (and in person)
- Make new company contacts
- Research various industries
- Ask for feedback on your resume
- Network with fellow Buckeyes!
Before the Career Fair:

- Prepare your resume – no errors, multiple copies
- Research companies attending and positions available
- Prepare your 30-second commercial
- Prepare questions to ask employers
- Practice specific answers to common interview questions
During the Career Fair

- Professional attire required (wear a suit!)
- Bring a portfolio with resumes and business cards
- Be well-groomed – minimize perfume/cologne and jewelry, and have neat facial hair
- Stick to cell phone use outside the fair
- Introduce yourself enthusiastically with a firm handshake, eye contact, and genuine smile
- Launch into your 30 second commercial
During the Career Fair (continued):

• Demonstrate career focus and direction
• Share your research about the company
• Listen attentively and actively
• Volunteer your resume
• Avoid asking about salary or benefits
• Collect business cards for follow up
• Be sensitive to time – don’t monopolize recruiters
After the Career Fair:

• Send thank you notes to those you wish to pursue
• Continue your research on new companies
• Follow up and network with fellow Buckeyes you met at the fair
• Improve your search based on the feedback of recruiters
Networking and Informational Interviews

• Spend 15-20 minutes per day interacting with connections online

• Invite potential allies to coffee chats where possible to conduct informational interviews

• No pressure! Though you should be transparent about your job search, it is best not to ask for a job outright in informational meetings

• Instead, ask for advice or introductions to decision makers
Questions?

To access our online resources, visit: [u.osu.edu/alumnicareermanagement](u.osu.edu/alumnicareermanagement) (Coach’s Corner blog & podcast)
[go.osu.edu/alumnicareermanagement](go.osu.edu/alumnicareermanagement) (office website)