

How to Work a Job Fair... ...effectively!



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A Resume is...

- **a marketing tool**
- **helps you connect with contacts while networking**
- **is not always required but should be submitted**
- **should be mailed/emailed with a cover letter**

An Interview...

- **gets you the job**
- **closes** the deal
- **helps keeps you in the running!**

A Job Fair contact...

- **tells you about the HR process**
- **can provide company info**
- **can provide job info**

**Prove that you have what
employers want...**

Do you fit in:

Can you do the job:

Will you be there:

Personality

Skills

Reliability

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**TRANSFERABLE
SKILLS**

**JOB-RELATED
SKILLS**

SELF-MANAGEMENT SKILLS

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Thinking ahead...pre-job fair -list

- Self-assessment of interests, skills, abilities, personality type**
- Research occupations and local labor market**
- Research companies attending**
- Create a 30-second “personal pitch” of your qualifications**
- Prepare a list of questions to ask**
- Practice answering questions you may be asked**
- Create some personal business cards (have at least 50)**
- Create a dynamite resume that’s been critiqued!!**

Tell me about yourself...

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Create your “personal pitch”

A 30 second “commercial” that include 3 major elements:

- 1. Your background**
- 2. Your accomplishments**
- 3. Your objective**

- **Effective for handling interview and meeting situations**
- **Tip: Don't try to memorize**
- **Tip: Use your own words**
- **Tip: Change the content as needed to fit your audience**
- **Extra big tip: Practice, practice, practice!**

Personal pitch example...

”Good morning, I’m seeking an administrative assistance position in human resources where I can use my skills to process the paperwork for new employees and assist with new hire orientations. I just completed a Front Office training program at San Diego Continuing Education and have provided excellent customer service to co-workers and clients in all my previous positions”.

Research is Mandatory!

...the job duties

...the skills need to do the job

...the companies that are hiring

...the industry current conditions

...the people you'll work with

...the process to get hired

...the match between you and the job requirements

Morning of...

- Get plenty of rest the night before**
- Eat a nourishing breakfast and BRUSH YOUR TEETH!**
- Prepare your wardrobe appropriately and meticulously**
- Take a portfolio with pen/pencil/resume/business**
- cards/note paper/samples of work if appropriate**
- Prepare to arrive at least 2 hours before the job fair ends**

Appearance

- ...not just what you wear**
- ...it's what you say**
- ...it's what your body is saying**
- ...what you look like**
- ...your handshake**
- ...your eye contact**

Men's Business Attire depending on the job

- A suit or sport coat, preferably in a dark color
- Neatly pressed long sleeve dress shirt with undershirt
- A properly tied "tie"
- Polished black or dark brown dress shoes
- Dark socks to complement your suit
- Minimal jewelry

Men's Business Casual:

- Pressed slacks or trousers
- Freshly ironed, tucked-in shirt
- Leather casual shoes (no sneakers or sandals)
- A sport coat is optional

Women's Business Attire:

- A skirt suit in a dark color black, charcoal, navy and other dark colors are appropriate.
- Pant suits and other styles may not appropriate in some settings.
- Light to medium colored blouse
- Mid-heel, closed-toe dress shoes and hose
- Minimal jewelry, perfume and makeup

Women's Business Casual:

- Skirt or pressed slacks
- Blouse, sweater, or twin set
- Low-heeled professional shoes

At the Fair...

- Turn your cell phone off**
- Leave children at home with daycare/sitter**
- Check workshop schedule and time employer visits accordingly**
- Obtain a floor plan if possible, and go through entire job fair**
- casually before approaching employers – survey the scene**
- Approach employer with a smile, a handshake and your business card**
- Collect business cards of employers and job seekers for future networking!**
- Collect applications if appropriate for jobs you want to explore**
- Determine what the hiring process steps are and how to follow-up**



Job Fair Contact = Interview

**Every contact you have with anyone is a potential interview
for your next job.**

Anyone!

Job Fair Networking

**Communicate with anyone who can connect you
with a job lead or someone who knows
someone...**

Job Fair Tools

- **A pen!**
- **Pocket folder with notepaper**
- **A personal business card**
- **A portfolio of your work**
- **A resume!**

Follow-up...

- **Prioritize the information you obtained**
- **Follow-up on leads with emails, resumes, applications, thank notes/emails.**

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