

JOB SEEKER KEY STRATEGIES FOR JOB FAIR SUCCESS

| Preparing for the Fair | Notes |
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| <i>The employer's objectives</i> | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Locate candidates for employment <input checked="" type="checkbox"/> Evaluate the market <input checked="" type="checkbox"/> Market their company |
| <i>Your objectives</i> | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Network <input checked="" type="checkbox"/> Gather information (company needs, and desires; hiring process and timelines; actual versus potential openings) <input checked="" type="checkbox"/> Get an invitation to an interview |
| Who will be there | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Request a list of attendees (see list on registration site http://www.nhes.nh.gov/media/job-fairs/index.htm) <input checked="" type="checkbox"/> Company reps may include HR personnel, hiring managers, search firm representatives, employment agencies |
| Research the companies | Find out which employers are the best match for your skills and experience |
| Prioritize your contacts | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Identify your “must see” employers <input checked="" type="checkbox"/> Plan to visit your lower priority companies first to help you get past your nervousness and give you a chance to practice your approach |
| Plan your schedule and your presentation | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Plan to arrive early <input checked="" type="checkbox"/> Decide ahead of time how long you plan to stay <input checked="" type="checkbox"/> Build in time for breaks <input checked="" type="checkbox"/> Consider that there may be lines; decide how to use your “wait time” (not likely but still possible) <input checked="" type="checkbox"/> Know what you want (position, type of company, location), your key selling points. Don't try to “wing it”. |
| 30-Second Introduction: Who are you? What do you do? What can you do for me? | <p>Review script and practice <i>(Veterans - be clear about what your combined military experience and past civilian experience and education can do for an employer – know what words to use to translate your military experience into something the employer understands!)</i></p> |
| Prepare questions to ask the employer | Review list of questions to ask employers |

| At the Fair | |
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| What to wear | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Dress professionally, taking into consideration the position you are applying for <input checked="" type="checkbox"/> Dress comfortably; you will be on your feet for much of the day <input checked="" type="checkbox"/> Pick a color that makes you look refreshed <input checked="" type="checkbox"/> Choose conservative style clothes, ties, hair, make-up |
| Six things to take with you | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Plenty of resumes – enough for each employer you want to see and then a few extras for unexpected opportunities <input checked="" type="checkbox"/> A compact portfolio with notepad and pen or pencil <input checked="" type="checkbox"/> Mock application <input checked="" type="checkbox"/> A day-timer or pocket calendar <input checked="" type="checkbox"/> Research notes on the company and questions to ask <input checked="" type="checkbox"/> The right attitude – upbeat, positive and realistic (few people walk away with a job offer) Smile! |
| Proper etiquette | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Cell phones and pagers off and out of site <input checked="" type="checkbox"/> No eating, drinking, smoking (be careful of lingering cigarette smoke smells – non-smokers will pick up on quickly) <input checked="" type="checkbox"/> Don't expect company rep to be a career counselor <input checked="" type="checkbox"/> Remember, you are not there to collect the free give-aways <input checked="" type="checkbox"/> Be conscious of the other's time <p style="text-align: center;">Remember – you are always “on stage” from the moment you arrive in the parking lot!</p> |
| Survey the room layout | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Stop by the host desk to sign in and/or pick up any advanced information and <i>identify yourself as member of Guard/Reserve or other veteran</i> <input checked="" type="checkbox"/> Locate the employers you want to talk to <input checked="" type="checkbox"/> Locate the rest rooms and break areas <input checked="" type="checkbox"/> If there are seminars you want to attend, check on the time and location (registration begins at 0830 for veterans) |
| Interviewing the employer | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Extend your hand, offer a firm handshake, make eye contact and smile <input checked="" type="checkbox"/> Know your three-point agenda: know what you are looking for, what you have to offer and what questions you will ask about the company <input checked="" type="checkbox"/> Listen carefully and answer questions truthfully and with confidence |

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| Closing the interview | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Express your appreciation for the interviewer's time and interest <input checked="" type="checkbox"/> Be certain to get the individual's business card <input checked="" type="checkbox"/> Establish the next step and who takes it <input checked="" type="checkbox"/> Walk away with confidence. Remember, you are still on stage until you are back in your car |
| Job Fair Follow-up | |
| Review your notes and action items | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Immediately following the contact, make notes on topics of conversation, contact names and agreed upon follow-up <input checked="" type="checkbox"/> Create a to-do list for follow-up and make notations on your pocket calendar of any follow-up dates discussed |
| Thank you letters | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Within three days, send professional thank you letters or notes to the people you talked to |
| Follow-up calls | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Within ten days, make telephone calls to determine if the companies have received your application materials, to check on the status of vacant positions and to express continued interest. <input checked="" type="checkbox"/> Keep accurate records of your contacts with companies, including dates of your letters and telephone calls and copies of all application materials you send. |
| Final Tip | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Focus on learning as much as you can about what employers are looking for in people they hire. <input checked="" type="checkbox"/> Keep your primary objectives of participation in the job fair in mind: make contacts, gather information and open the door to future opportunities! <input checked="" type="checkbox"/> Relax and have fun!! |

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