## JOB SEEKER KEY STRATEGIES FOR JOB FAIR SUCCESS

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<th>Preparing for the Fair</th>
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| **The employer’s objectives** | - Locate candidates for employment  
- Evaluate the market  
- Market their company |
| **Your objectives** | - Network  
- Gather information (company needs, and desires; hiring process and timelines; actual versus potential openings)  
- Get an invitation to an interview |
| **Who will be there** | - Request a list of attendees (see list on registration site [http://www.nhes.nh.gov/media/job-fairs/index.htm](http://www.nhes.nh.gov/media/job-fairs/index.htm))  
- 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** | - Identify your “must see” employers  
- 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** | - Plan to arrive early  
- Decide ahead of time how long you plan to stay  
- Build in time for breaks  
- Consider that there may be lines; decide how to use your “wait time” (not likely but still possible)  
- 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?** | Review script and practice  
*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!* |
<p>| <strong>Prepare questions to ask the employer</strong> | Review list of questions to ask employers |</p>
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| **What to wear**               | ✅ Dress professionally, taking into consideration the position you are applying for  
                                  | ✅ Dress comfortably; you will be on your feet for much of the day  
                                  | ✅ Pick a color that makes you look refreshed  
                                  | ✅ Choose conservative style clothes, ties, hair, make-up  |
| **Six things to take with you**| ✅ Plenty of resumes – enough for each employer you want to see and then a few extras for unexpected opportunities  
                                  | ✅ A compact portfolio with notepad and pen or pencil  
                                  | ✅ Mock application  
                                  | ✅ A day-timer or pocket calendar  
                                  | ✅ Research notes on the company and questions to ask  
                                  | ✅ The right attitude – upbeat, positive and realistic (few people walk away with a job offer) Smile!  |
| **Proper etiquette**           | ✅ Cell phones and pagers off and out of site  
                                  | ✅ No eating, drinking, smoking (be careful of lingering cigarette smoke smells – non-smokers will pick up on quickly)  
                                  | ✅ Don’t expect company rep to be a career counselor  
                                  | ✅ Remember, you are not there to collect the free give-aways  
                                  | ✅ Be conscious of the other’s time  
                                  | **Remember – you are always “on stage” from the moment you arrive in the parking lot!**  |
| **Survey the room layout**     | ✅ Stop by the host desk to sign in and/or pick up any advanced information and **identify yourself as member of Guard/Reserve or other veteran**  
                                  | ✅ Locate the employers you want to talk to  
                                  | ✅ Locate the rest rooms and break areas  
                                  | ✅ If there are seminars you want to attend, check on the time and location (registration begins at 0830 for veterans)  |
| **Interviewing the employer**  | ✅ Extend your hand, offer a firm handshake, make eye contact and smile  
                                  | ✅ 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  
                                  | ✅ Listen carefully and answer questions truthfully and with confidence  |
| Closing the interview | ✓ Express your appreciation for the interviewer's time and interest  
| | ✓ Be certain to get the individual's business card  
| | ✓ Establish the next step and who takes it  
| | ✓ 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** | ✓ Immediately following the contact, make notes on topics of conversation, contact names and agreed upon follow-up  
| | ✓ Create a to-do list for follow-up and make notations on your pocket calendar of any follow-up dates discussed  
| **Thank you letters** | ✓ Within three days, send professional thank you letters or notes to the people you talked to  
| **Follow-up calls** | ✓ 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.  
| | ✓ 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** | ✓ Focus on learning as much as you can about what employers are looking for in people they hire.  
| | ✓ Keep your primary objectives of participation in the job fair in mind: make contacts, gather information and open the door to future opportunities!  
| | ✓ Relax and have fun!!  

**NOTES:**