

NAVIGATING CAREER FAIRS

Know Who is Going

Check the profiles of the companies attending on Handshake.

- Visit websites
 - Read recent news articles on them
 - Understand their mission, values, and current job openings.
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Bring Your Resume

Print it out on good quality resume paper, and have a digital copy available.

- Ensure it is updated
 - Be familiar with your relevant work that aligns with the work of companies you are speaking to.
 - Additionally, consider bringing business cards, a pen, and a notepad to make notes.
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Know Your Elevator Pitch

The Components of a Good Elevator Pitch are

- **Introduction:** Briefly state who you are and what you study or specialize in.
 - **Hook:** Start with something attention-grabbing that makes your listener want to know more.
 - **Value:** Explain what you can offer or how you create impact.
 - **Evidence:** Provide a quick example, skill, or achievement that proves your value.
 - **Differentiator:** Highlight what makes you stand out from others in your field.
 - **Call to Action:** End by inviting the listener to connect, collaborate, or follow up.
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Dress To Impress

Dress similarly to if you were attending an interview. A guide is available on the Tech & Health website under Career Resources.

Arrive Early

Pre-review the map of where employer booths are. Prioritize which companies you want to speak to first.

Take Names & Details

Jot down names of employees you speak to and any follow-up steps they mention during your conversations.

Send Thank You Messages

E-mail personalized notes to the individuals you spoke with. This means including an anecdote from your conversation. Send these messages within 24 hours of the fair.

Apply for Positions of Interest

When you apply, note that your interest was hooked during the conversation you had with the employee, inside your cover letter.

Stay Connected

Connect with the individuals you met on LinkedIn. Note that you met them at (blank) Career Fair on (blank) date.

Even if there is not a position of interest for you at that particular location, it is important to remain outgoing, positive, and engaging with ALL the employers you meet at the Career Fair. Even large fields can feel small once you realize how connected people within it are. You never know what one single connection can lead to.

Advice from your peers:

Come with a talking point

Bring something (physical or metaphorical) to make you stand out

Every convo is the first convo

Take advice, humble yourself, ask for help, take notes

Maintain stamina, drink water don't get weary, take breaks

Ask questions that are clear, not just "what soft skills are you looking for?" but define specifically what that means for them, don't assume they'll understand your questions if they are worded unclearly or leave room for interpretation!

Admit what you don't know when they're explaining things, ask for clarification