



## The Career Center

East Carolina University  
701 East Fifth Street  
Greenville, NC 27858-4353  
Office: 252-328-6050

# Job Fair Survival Guide

## Job Fairs Are for Everyone

Don't think only students with a decided career track go to campus career fairs. *Graduating seniors* can use a job fair to make contacts, distribute resumes, and explore new avenues of employment. *First, second, and third year students* can take this time to plan for the future, explore career options, and look for internships, field experiences, volunteer experiences, summer jobs, and part-time jobs.

*Here are some tips that will help you get the most from a job fair.*

## Do Your Research

- Obtain a list of companies that plan to attend the job fair from the “Employers Attending” link on the Career Fair page of our website: [www.ecu.edu/e3careers/](http://www.ecu.edu/e3careers/)
- Research the companies you are interested in through the Internet, your public library, our career services resources, or through company insiders.
- Indulge your curiosity; plan to visit companies that normally wouldn't interest you. You never know when your interests will change.

## Have A Resume

- Come to The Career Center and let us look over your resume to make sure it's as strong as it can be.
- Keep several copies for distribution in a portfolio or folder.
- Print your resume on quality paper and don't include graphics, pictures, or wild fonts.

## Dress Appropriately

- Treat a job fair as you would any other job interview. Dressing professionally will make you feel confident and worthy of being hired.
- A business suit is just as appropriate for women as it is for men.
- All job seekers should dress just a little bit better than the interviewers they will meet with.
- Wear comfortable shoes since you will be on your feet most of the time.
- Never wear clothes that are dirty, stained, with holes, or sneakers.
- Feel free to ask about the company's dress code.

## **Develop a Presentation**

- Prepare a 30 second commercial to sell/market yourself.
- Practice your presentation with a friend, web cam, or a mirror.
- Be prepared to discuss your goals and what you can offer the company.
- Tell potential employers who you are and what you have accomplished.
- Don't say you will take any job they have. You could look desperate and unorganized.
- Try to get a second interview. Think of every interview as your first interview.

## **Network**

Lines may be long. If you have to do a lot of waiting, take advantage of the time and talk to fellow job seekers. Ask them some questions:

- "Whom have you talked to?"
- "What questions did they ask you?"
- "Have you heard of any openings for someone with my background?"

## **Ask Questions of the Employer**

- "What areas of your business do you believe offer the greatest opportunity for growth?"
- "How well do you feel your company is meeting customer needs?"
- "How do you collect information on quality control efforts?"
- "What would you like to see employees do to save money and improve profits?"
- "How do you stay current on new developments in the field?"
- "What are the most challenging projects this department is currently working on?"
- "What are your goals for the future of this department?"
- "What would be the most difficult problem I would face if you offered me this job?"

## **Follow Up**

- Write a thank you letter. It is not only appropriate, but it will bring you more attention.
- Send an additional resume in your thank you letter.
- Call and see if your application has been processed.

## **Other Tips**

- Arrange for daycare. Don't bring your children to the job fair.
- Ask about the timeline for filling full-time vacancies.
- Be polite. Follow the rules of etiquette. Don't fidget, play with your hair, rock from side to side or back and forth, or chew gum.
- Collect copies of their business cards and write down information on the back. You will appear more interested to employers.