

CAREER FAIR TIPS

Career Fairs are a great opportunity to talk to companies and organizations directly and learn about job opportunities. The sooner you start planning your career, getting experience, and expanding your professional network, the better. Make the most of these networking opportunities by following these tips.

BEFORE THE FAIR

Research participating organizations

Find out about their products, services, history and operations. The full list of attending companies is posted on the career fair event page at concordia.ca/caps under the “CAPS calendar” section. Get an idea of what the company or organization does and what the company philosophy is like. Company websites are a great place to start. Try finding something that makes companies you are interested in stand out. It can be a project they are working on, a social initiative their company is partnered with or their company philosophy. Communicating this to a recruiter will make you stand out! Check the CAPS job bank for employer postings at: concordia.ca/students/success/career-planning-services/job-bank

Don't overlook companies assuming they hire only from one discipline

Organizations need people with skills from a variety of academic majors. At the fair, ask whether the organization hires people from your major and for what positions.

Get your résumé and business cards ready

These are key networking tools that you'll want to have up to date. Look at the concordia.ca/caps website for resources to help you build a résumé that will stand out or get help updating it by making an appointment at CAPS directly.

Have your LinkedIn profile ready for the fair

More and more recruiters are using LinkedIn to find candidates. Have your LinkedIn profile ready so you can connect with recruiters after the fair. You can include your LinkedIn information on your résumé and business card. Ask recruiters if they are willing to connect with you through LinkedIn. Be sure to send them a request shortly after the fair if they accept! Don't forget to include specific details of your conversation in your LinkedIn message to help them remember you.

AT THE FAIR

Bring copies of your résumé

Put them in a briefcase or portfolio that you'll keep handy. It will be easier to open these and will look more professional than a backpack.

Arrive early

Company representatives will be alert and have more energy at the beginning of the fair. Try avoiding the lunch hours when booths will be short staffed and busier.

Talk to employers about yourself and ask questions

When you speak to employers, briefly introduce yourself. You can mention your field of study, highlight some relevant projects you've worked on and what you're interested in. Keep this brief and to the point. Don't be afraid to ask more about the company and their projects, or ask specific questions.



Take that business card; don't rely only on your memory!

Before leaving a booth, ask for the business card of the representative you spoke to. This is a good way to keep track of who you connected with and will be useful when you send them a thank you message. Ask recruiters if you can leave your card or résumé with them if you think it's appropriate.

Before you move on to another booth, jot down brief notes about the company and the conversation you had with the company representative. Record your impressions and list items you need to follow up on.

Budget your time wisely

Prioritize companies you are interested in, but keep all of your options open. Be aware that other students will be attending the fair, and try not to monopolize representatives. If the conversation becomes lengthy, ask for the opportunity to meet the recruiter at a later date. While you wait in line, listen to questions other students are asking, you'll avoid repeating questions and will be able to move on to more interesting questions when it's your turn to speak. Take time to network while you wait and talk to fellow job seekers. Who have they talked to? Have they heard of anyone hiring someone with your background?

Be outgoing, friendly and positive

Networking at fairs is as much about what you say as it is about your body language. Be prepared to smile, shake hands firmly, and make eye contact with company representatives. Be yourself when interacting with employers; be enthusiastic and show interest. Use body language to show interest: stand straight and uncross your arms. Good posture and being attentive help you look excited and enthusiastic about the company.

Fairs tend to be noisy events so make sure you project enough when you speak. Make an effort to remember the recruiter's name so you can refer to it when thanking them for their time. Ask again before you leave if you can't remember it or look at their business card as mentioned earlier.

Dress professionally

Wear clothes that are clean and professional-looking. Avoid jeans, t-shirts, sports leggings, running shoes and baseball caps. You want to be remembered for what you said and because you looked professional! Wear comfortable shoes and by all means avoid chewing gum.

AFTER THE FAIR

Remember to thank representatives

E-mail a "Thank You" letter to employers you remain interested in. This brings positive attention to your name. Include information about your conversation and your interest in the company. Use the recruiter as the main contact with their company throughout your job search until you are referred to a different contact. For a "Thank You" letter template see: concordia.ca/students/success/career-planning-services/cv-cover-letter.html

Keep those documents

File all of the brochures, annual reports, and other materials you received from employers with your job search materials. This information can shave hours off your interview preparation. Make a note of the companies you need to research further.

Further your job search

The career counselling and career advising services available at CAPS can be a great help at every stage of the career search process. They can help you figure out what career path you want to take, what program might best suit you and even give you job search strategies and tips. Make an appointment at CAPS!

EXPLORE CAREER OPTIONS AND START YOUR JOB SEARCH WITH US

YOUR CAREER STARTS WITH US

concordia.ca/caps

- Career exploration
- Job search help
- Workshops & career panels
- Career fairs & company information sessions
- Online job bank

FIND YOUR CAREER PATH

CAREER COUNSELLING One-on-one guidance in exploring career options, decision-making and goal-setting

CAREER PANELS Hear Concordia graduates from different majors speak about their career paths

CAREER RESOURCE CENTRE (CRC)
Explore career resources, videos, books, articles and web resources in our library in room H-440 (SGW Campus)

MASTER YOUR JOB SEARCH

CAREER ADVISING Individualized job search assistance including effective strategies for finding work and job interview practice

JOB SEARCH WORKSHOPS Learn essential tips and strategies to help you land the job you want

DROP-IN RÉSUMÉ CLINICS Receive personalized feedback on your résumé

CAREER FAIRS Meet and network with employers in your industry

COMPANY INFORMATION SESSIONS
Meet company representatives and learn about different organizations in your field

concordia.ca/caps

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