

MAKE YOUR JOB FAIR EXPERIENCE A SUCCESS!

What is a job fair?

A job fair is a community event for jobseekers and employers where -

- one employer is recruiting for lots of positions **OR**
- many employers representing one industry are recruiting (ex: Healthcare or Trucking) **OR**
- many different employers representing several industries from one city or area are recruiting

Job Fairs can also offer other resources – representatives from schools, resume reviews, mini-workshops on jobseeker topics, special resources for targeted groups like Veterans, etc.

Why should I attend a job fair?

These events are excellent ways to network with employers, learn about local businesses, explore new industries, interact with other jobseekers, practice communication skills and make connections that may lead to your next job!

Where can I find out about local job fairs?

Go to www.jobcenterofwisconsin.com or www.foxcitiesworks.com, www.manitowojobcenter.org, www.oshkoshwdc.com. You can also learn about smaller employer recruitment events that happen at local Job Centers.

What is key to making my job fair experience a positive one?

Preparation and professionalism are key – TREAT THE JOB FAIR LIKE AN INTERVIEW!

What should I do before the job fair?

- Learn the location and time of the job fair. Determine if there are any special requirements like registering in advance for the event.
- If it is a 'one employer' job fair, you may be required to apply for the job prior to attendance at the fair. Follow all application directions as noted by the employer.
- Review the list of employers attending the job fair. As you may not be able to visit all the booths, research the companies that you are very interested in. Ideas: check their website – Google the company for recent updates – talk to people you know that work there.
- Update, proofread and make many copies of your resume to hand out to employers.
- Prepare a 'personal commercial' – brief statement of introduction that highlights your skill set, accomplishments, employment goals and WHAT YOU CAN DO FOR THE EMPLOYER.
- Prepare and rehearse answers to basic interview questions like -
 - Tell me about yourself.
 - What is your greatest strength?
 - What is your experience with ___?
 - Why do you want to work here?
 - What do you know about us?
 - What would your last employer tell me about you?

How should I appear at the job fair?

- Bring a folder, pad of paper, pen and many resume copies.
- Dress as you would for in interview for your field – neat and professional.
- Avoid heavy colognes/perfumes.
- Avoid too much jewelry.
- Hair, beard and nails should be clean and well-groomed.
- Do not smoke before the job fair.
- Do not chew gum.
- Turn your cell phone off and do not take/make personal calls or texts.

How should I interact with the job fair employers?

- Good eye contact, a sincere smile and a firm handshake are key - show enthusiasm and excitement!
- Introduce yourself with your name and personal commercial.
- Provide a copy of your resume.
- Based on your prior research, comment on/ask a question about their company.
- Mention a mutual connection – someone you know that works at that company that is well thought of.
- Gather business cards and company literature.
- Take notes about your conversation and any follow-up steps you need to take.
- Thank the employer and shake hands again.

What follow-up steps should I take after a job fair?

- Write a brief thank you note or send an email to employers you felt you connected with.
- Follow up by phone with employers on employment opportunities you discussed.
- Review your resume for areas you need to tweak based on info you learned at the job fair.