

# Career Fair Overview

**Register for career fair early**

**Apply online to job postings on fair's designated site**

**Have a plan on the day of the Career Fair**

**Follow-up**

## Career Fair Benefits

- Multiple employers in one location
- Acquire market, company data
- Practice interviewing skills
- Network with recruiters and industry professionals
- Land interviews with key hiring managers

## Career Fair Planning Checklist

### Pre-Fair Prep (30-90 days prior)

- Register early for national career fairs
- Upload resume and profile to national career fair designated job posting site
- Search for and apply to jobs (important to check job posting site every day leading up to fair)

### Company Targeting Strategies

- Identify job fair participants
- Prioritize your target companies
  - top 5 *must see* “A tier”
  - 5-10 *nice to see* “B tier”
  - 5-10 *intellectually curious* “C tier”
- Research companies

### Day of the Career Fair

- Have elevator speech ready to go
- Get a “lay of the land”
- Locate key employers
- Identify who has long lines
- Walk off some initial nerves
- Have a schedule going in and allow plenty of time to get to pre-scheduled interviews

### Post Career Fair

- Follow up with people you had meaningful conversations via email afterwards
- Be sure your voice mail is set up with a professional voice recording



“From the moment that I decided to go back to school and get my MBA, I dreaded the idea of attending a career fair. However, the Krannert Professional Development Center organized a networking event with recruiters the night before the career fair, and I decided to attend. I had little intention of approaching anyone at this event, as I had never been to anything like it before. I simply wanted to learn and observe.

I was enjoying a couple of beverages with friends when I saw a logo on a shirt that looked familiar. I approached the gentleman wearing the shirt and confirmed that he worked for a company where one of my friends was employed. After another hour of conversation with this recruiter, I left the event and decided I was going to stop by his booth at the career fair the following day. The next day I spent a few moments at his booth before I was offered an interview with the company later that day. Feeling invincible, I approached two more booths and secured interviews with those companies as well. Ultimately, I was offered internships by all three companies. I went with the company my friend had worked for, thanks primarily to the rapport I had developed from the conversation at the networking event. I went from dreading the career fair to earning three offers and a huge boost in confidence. The lesson I learned from this experience is simply to show up. Take advantage of the opportunities presented to you. You never know what is going to happen.”

—Matt Meyer, MBA 2019