

Career Fair/Networking Event Strategies

BEFORE:

- Set a specific goal**– e.g. to research and speak to at least five targeted employers.
- Review the list of companies** that will be attending the fair on Loyola’s **Career Development Center** webpage.
- Research the attending companies and prepare questions.** Review company websites for information on their careers, special projects that they work on, mission statement, and office locations, etc.
- Treat the fair as a potential interview or interviews.** Some employers interview job candidates during the fair or on the following day.

- ❖ **Dress professionally. A suit is highly recommended.**

At a minimum, dress in clean, neatly pressed business casual attire, with no jeans or short skirts. Remove all piercings except earrings, and cover visible tattoos.

- ❖ **Be well groomed** and hygienic, no smoking and no over usage on fragrances.

- ❖ **Leave your backpack at home.** Bring a padfolio and pens. A black or neutral purse is fine.

- ❖ **Get your resume critiqued in the Portfolio Office, and bring several copies.**

- ❖ **Practice your elevator speech, and review your qualifications.**

- ❖ **Research transportation options,** such as, pick up and drop off times/locations for the shuttle, and parking fees/locations if you drive.



DURING:

- Review the fair layout/map once you arrive.**
- Conduct yourself professionally.** Do not stop at booths just to collect free items and be mindful of what you say while walking around. Employers are listening and observing.
- Introduce yourself with a confident handshake, and deliver your elevator speech** (university, major, interests, qualifications).
- Ask questions:** “Please tell me more about your job or internship opportunities. What qualities make a candidate stand out? What do you like about working for your company?”
- Demonstrate that you’ve done your research on the company.**
- Request referrals to Human Resources or a specific department, if appropriate.** Ask how to apply.

- ❖ **Don’t monopolize the employers’ time.**

- ❖ **Thank the employer with a handshake.**

Request a business card and company literature.

- ❖ **Keep an open mind, and speak with different recruiters.**

- ❖ **If you’ve been offered an interview, schedule a time and take care of any paperwork.**

- ❖ **Jot down notes as conversation reminders** (after you have left the employer).



AFTER:

- Send a hand-written thank you card or email to employers you’ve met.**
- Maintain a spreadsheet** of jobs or internships you’ve applied to, contact info, interviews, and follow-up dates.
- Be patient,** but also follow-up as directed by the recruiter.