

# GET THE JOB

## Making the Most of Job Fairs

### Tips for Networking and Landing Interviews at Employment Events

**J**ob fairs are a unique opportunity to connect with multiple employers in one place.

Whether you're a recent graduate or a seasoned professional exploring new opportunities, approaching a job fair strategically can lead to valuable connections and interviews. Here's how to make the most of these events.

#### **PREPARE IN ADVANCE**

Preparation is key to a successful job fair experience. Start by researching the companies that will be in attendance. Identify those that align with your career goals and learn about their missions, products or services. This knowledge will help you tailor your approach and stand out when speaking with recruiters.

Bring several copies of your resume, customized for the roles you're targeting. Consider creating a professional-looking portfolio if applicable to your field. Practice a short, engaging introduction—often called an elevator pitch—that highlights your skills, experience and what you're looking for in a job.

#### **MAKE A STRONG IMPRESSION**



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First impressions matter, especially in the fast-paced environment of a job fair. Dress professionally and maintain a confident, friendly demeanor. When speaking with recruiters, shake hands, make eye contact and listen attentively. Prepare thoughtful questions about the company or role to show genuine interest.

Take notes during conversations to help you remember

key details about each interaction. Collect business cards or contact information from recruiters, and be sure to thank them for their time. A positive and professional approach can leave a lasting impression and improve your chances of securing a follow-up interview.

#### **FOLLOW UP AND STAY CONNECTED**

After the job fair, following

up is crucial.

Send personalized thank-you emails to recruiters within a day or two, mentioning something specific from your conversation to jog their memory. Express your enthusiasm for the role and reiterate your interest in the company.

Connecting with recruiters on LinkedIn is another great way to stay in touch and expand your professional network.

Regular engagement, such as commenting on company updates or sharing relevant articles, can keep you top of mind as a candidate.

By preparing thoroughly, making strong impressions and following up effectively, you can turn a job fair into a springboard for new opportunities.

With the right approach, these events can be a powerful tool for advancing your career.