

# GET THE JOB

## Getting the Most Out of Job Fairs

### How to Prepare, Stand Out and Follow Up With Opportunities

Job fairs offer a chance to meet multiple employers in one place. But walking in without a plan can leave you overwhelmed or overlooked. With the right preparation and strategy, a job fair can be a valuable step forward in your search.

#### DO YOUR RESEARCH AHEAD OF TIME

Before the event, get a list of participating employers. Identify the companies that interest you and learn a little about what they do, what roles they're hiring for and how your background might fit.

Tailor your résumé accordingly. Bring printed copies if it's an in-person fair, or have a polished PDF ready to share if it's virtual. Prepare a few questions or talking points that show you've done your homework and are genuinely interested in their organization.

#### MAKE A STRONG FIRST IMPRESSION

Start with a confident introduction. Your "elevator pitch" should include your name, background and what kind of role you're looking for — all in about 30 seconds. For example: "Hi, I'm Sam. I'm a recent



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marketing graduate with experience in social media and content strategy. I'm exploring entry-level roles where I can contribute to brand growth and creative campaigns."

Dress professionally, even for virtual fairs. Eye contact, a firm handshake or a friendly

tone (depending on the setting) can go a long way. Recruiters may meet dozens of candidates — your goal is to be memorable for the right reasons.

#### FOLLOW UP TO KEEP THE CONNECTION GOING

After the event, send a

short thank-you message to any recruiters you spoke with. Reference your conversation and express interest in next steps. This small effort shows professionalism and can make your name stand out when hiring decisions are made.

Job fairs move quickly, but the connections can lead to interviews, referrals or future opportunities. Do the best you can with your opportunities. With preparation and purpose, you can turn a brief exchange into a real career lead.