Preparing for the Fisher Fall Career Fair

Office of Career Management
Event Details

**When:** Wednesday, September 7 from 11:30 a.m. to 4:30 p.m.

**Where:** The Ohio Union

**Who:** Fisher Students

**Bring:** Your BuckID and $$ for the coat check
Event Details

- No admission fee for students
- Information about companies attending can be found through FisherConnect (Career Events tab) and the OSU Career Fair Plus App
What is a Career Fair?

A career fair is a NETWORKING event

It is NOT an event where students receive job and internship offers

Purpose:
• To meet employers that you want to work for
• To introduce yourself and make a good first impression
• To make contacts that you can follow up with during your job search
The Three Parts of a Career Fair

1. Preparation- done before the fair
2. Execution- actively participating in the fair
3. Follow Through- done after the fair
Before the Fair

PREPARATION

“By failing to prepare you are preparing to fail.”

Benjamin Franklin
Things to DO:

Utilize Fisher Connect
- Update your profile
- Update your most current resume
- Visit “Career Events” to view the details about employers attending

Get Your Supplies
- Portfolio
- Resumes
- Clean & ironed suit
- BuckID (to swipe into the event)
- Download the OSU Career Fair Plus App
- Get $1 bills for coat check
Clarify Your Goals

Why are you going to the career fair?
Job or internship search
Looking to network with recruiters

What are you hoping to accomplish?
Get a feel for what companies and industries you want to pursue
Plan with the next steps in mind
Grab business cards from the recruiters you spoke with
Select Your Companies

Set Criteria:

- What industries am I interested in?
- What geography can I work in?
- What values am I looking for in a company?
- What companies am I excited about?

Make sure you are not being too specific (software companies in Kalamazoo, MI) or too general (a big company on the east coast)
Select Your Companies

Select Companies and Prioritize:

- Have to meet
- Would love to meet
- Want to meet
- Should meet

Do Your Homework:

- Read up on company news
- Review company history
- Review company values and mission
- Look at information relevant to your major

Once you have chosen and research companies of your interest prepare your Personal Commercial...
Your Personal Commercial

This is a professional, enthusiastic, and comprehensive introduction of yourself.

It includes:

- Name, major, year
- Why you are interested in the company
- Your intent and a question

Be sure to initiate contact with a firm handshake and smile!
OSU Career Fair App

Find employers, research companies and jobs, and get announcements.

Download the Mobile App: OSU Career Fair Plus! by Career Soft
- Search by Company
- Filter Companies Based on Major or Position
- Star your Targeted Companies
- Keep up to Date on Announcements and Events
- And More!
A career fair is a business professional event:

- Wear a clean and ironed suit
- Look presentable (haircut/freshly shaven)
- When in doubt go conservative
- Use a portfolio - not a backpack
  - Take advantage of the coat check if available
Now You Have a Plan

Your plan includes:

• What you are at the fair to accomplish
• A priority list of your companies (with notes)
• An outline of your commercial
• How you will present yourself professionally (dress)

Bring this plan with you and refer to it at the fair to keep yourself on track
During the Fair
Strategize and Break the Ice

• Get a map of the room and learn where your companies are located

• Create an order of attack
  • Be conscious of time and long lines

• Consider approaching a low priority company to practice your commercial
Speaking with Employers

• Initiate conversation (use your personal commercial) and have a firm handshake (first impression)

• Show enthusiasm by smiling and speaking clearly

• Be as clear and direct as possible (what roles are you interested in) and get follow-up instructions (interviewing, on-line app, taking resumes, etc.)

• End conversation with a thank you

• Ask for a business card
Other Tips

• Pick up company info as well as giveaways
• When accepting business cards do not put them away until you have walked away from the employer
• Write notes on the backs of business cards
• Stay positive and enthusiastic
• Have fun! Make sure you are relaxed and confident
After the Fair
Immediate Follow Up

Pull together all notes from the back of business cards and keep them organized.

Send thank you emails to all employers you spoke to.

Follow through on submitting requested information.
In the Weeks Following the Career Fair…

• Review your goals and company selection criteria

• Create a method for managing and recording your follow up
Long Term Follow Through

• Research when your companies will be back on campus
• Keep up on your company’s latest news
• Maintain contact: emails, letters, phone calls
• Set up informational interviews
• Keep their hiring process in mind
• Think like the recruiter
MORE HELP!!

Coffee Chat in OCM:

Tuesday, September 6 from 10 a.m. to 2 p.m. in 150 Gerlach Hall
QUESTIONS?
Follow the Office of Career Management on Twitter and Instagram!

@FisherCareerMgt