



# Job Fayre

*There are several things you can do to prepare for a job fair, as well as strategies for success to keep in mind while networking at the fair and following up afterwards. Read below for more information and contact CLBR if you have questions!*

## Preparation

- Look at the list of employers who will be there and make a list of everyone you want to connect with.
- Research those organizations and develop a list of thoughtful questions (questions that could not be easily answered from their website) about the organization and opportunities there.
- Define your goals. For instance, you may want to walk away with 5 new connections, or you may want at least 2 new job leads. Figure out what you want to get out of the job fair so you can stay focused on your goals.
- Work on your resume – connect with an advisor at CLBR or a Peer Career Advisor for help with your resume (see how to connect with us: [www.reed.edu/beyond-reed/contact-us/](http://www.reed.edu/beyond-reed/contact-us/)).
- Update your LinkedIn profile – connect with an advisor at CLBR or a Peer Career Advisor for help with your profile.
- Plan to wear business casual attire at a job fair. Khakis/slacks/a skirt and a dress shirt are fine, and it is also fine to wear a blazer. Wear shoes that are in good condition (and not tennis shoes or sandals).
- Develop and practice your elevator pitch. Your elevator pitch is a quick 30-second introduction to yourself. Essential information to include would be your name, year in school, major, a quick mention of a job/internship/project/research experience you have been involved with, and a quick mention of your goals and what you want to learn from the employer. Here is an example:

“Hello, my name is John Johnson. I am a senior economics major here at Reed. I have completed 2 analyst internships during my time at Reed and have also held a campus job at the business office. I am interested in using my analytical skills to solve problems in a government setting, so I am excited to hear about opportunities at the City of Portland.”

## Etiquette

- If the employer you want to speak to is not already engaged with someone, walk up to the employer's table, shake their hand, and deliver your elevator pitch.
- If the employer you want to speak to is already engaged with someone, patiently wait in line to speak with them, and if there is literature on the table, you can read through the literature while you wait.
- When speaking with an employer, be aware of your surroundings. There may be a line of students waiting to speak with the same employer, so make sure to allow the employer enough time to connect with everyone. 3-5 minutes is about the right amount of time to spend with the employer if there is a line.
- Take the literature that is provided on the employer's table, as this shows you are engaged and appreciative of their time.
- Feel free to offer your resume if the employer is accepting resumes (or ask about how to apply for opportunities).

## Strategy Tips

- It can be helpful to start out by speaking with an employer who does not have opportunities you are as interested in rather than starting with your top choice employer, as this gives you a chance to practice your elevator pitch and get used to the job fair environment before speaking with your top employer.
- Keep an open mind and try to talk with as many people as possible, even if you are not interested in their opportunities at the moment. Not only is this a good opportunity to practice networking, but you never know what connections employers have that could be helpful now or down the road!
- If you are not job searching, remember that job fairs are still useful because you can practice networking and gain connections for the future.
- If you are not searching in the Portland area, you can still form good connections, and you never know where an employer has lived in the past and may have connections.

## Follow Up

- Send thank-you emails to everyone you spoke to, even if you don't plan to apply for opportunities with the organization.
- Connect with employers you met on LinkedIn.
- If you learned about any open opportunities, apply for them as soon as possible using the instructions the employer gave you. If you handed a resume to an employer, follow up with an emailed version of your resume and/or the online application process.

