Activities to accomplish BEFORE the event:

1. Decide on the organizations you are most interested in and conduct research on each.
2. Gather basic information about the company (size, organization, locations, top management), their products, and standing in their industry. Learn how to research companies.
3. Develop a plan of attack for the career expo. Many experts suggest talking with your top companies first, then with other recruiters, and toward the end of the day returning to your top choices.
4. Finish polishing your resume. Review for keywords and accomplishments, check for typos and other spelling errors. For certain companies, you may want to consider customizing your resume. Print out extra copies of your standard resume to bring to the career fair. Need help? Make an appointment with the Shidler College of Business, Internships & Career Development office for assistance: (808) 956-2675
5. Consider a mock interview. If nothing else, review common interview questions as well as prepare a few questions to ask the recruiters, ones that can’t be easily answered from available company information.
6. Check your attire. EVEN THOUGH YOU ARE ATTENDING CLASS ON THE DAY OF THE CAREER EXPO, you need to wear appropriate attire! For men, it means nice aloha shirt (or long sleeves), nice slacks, polished shoes, styled hair, and removal of jewelry and all visible piercings. For women, it means nice shirt, nice pants or skirt, closed toed shoes, styled hair, and removal of excessive jewelry and visible piercings.
7. Create or review your elevator speech, a 15- to 30-second commercial that succinctly tells the person you are giving it to 1) who you are, 2) what makes you unique, 3) and the benefits you can provide.

Activities to accomplish DURING the event:

1. Remember to pack pen and paper for jotting down notes, contact information, and other vital details.
2. Remember to smile, make eye contact, and offer a firm (but not death-grip) handshake. Use your elevator speech.
3. Gather information and materials from each organization’s booth. And if they have some goodies (pens, magnets, etc.), feel free to take one, but don’t be greedy.
4. Answer questions, showcase your knowledge of each company, but also remember to ask questions so you’ll have a better understanding of which organizations are the best fit for you.
5. Don’t forget to collect business cards from each recruiter. And if you can’t get a business card, be sure to get all the contact information (including the correct spelling of each person’s name).
6. Network, network, network. Make connections with people, the more people in your network, the stronger it becomes.

Activities to accomplish AFTER the event:

1. Send thank-you notes to each recruiter, thanking them for their time, interest, and help in your job-search. It doesn’t matter if you send or email a thank-you – just as long as you send one (Professionals suggest a handwritten thank you in a nice thank you card). No text messages.
2. Plan to follow up with each recruiter about two weeks after the career fair. Contact them and express your continued interest with the organization, your assurance of your ability to contribute to the organization, and get more information about next steps in the process.
3. Consider developing some sort of system for keeping track of all the recruiters and potential leads.