

Career Fair Success



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Career Fair Preparation & Success

- Reasons for attending a Career Fair
- Preparing for Career Fairs
- First contact and networking
- Following up with employers



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Why Employers Attend Career Fairs

- To make contacts with future employees
- To promote their companies & increase student awareness
- To fill part-time, full-time jobs and internship positions



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Why Should You Attend?

- To learn more about career options
- To make contacts with employers
- To learn about companies
- To get a **job or internship!**



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Get Started

- **Set Goals**
 - What do **you** want out of this experience?
- **Do your homework**
 - Find out which companies are attending (use Aztec Career Connection)
 - Research the companies of interest beforehand
 - Identify why your skills and background would be a good fit
 - Practice your approach for meeting representatives



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Prepare Your Resume

- Resumes
 - clear and concise
 - version(s) tailored according to targeted companies
 - free of grammar and spelling errors
- Make enough copies and have them ready
- Attend our resume workshop if needed
- Have it reviewed as needed



Attire

- Dress appropriately (business casual/business professional)
- Wear **clean**, comfortable clothes
- Groom as needed
- Avoid excessive use of cologne, jewelry or other accessories
- First impressions matter to potential employers



Practical Tips

- Turn off your cell phone
- Bring a pen
- Leave your friends, parents and other relatives at home
- Create a checklist of employers to target
- Have more than enough resumes
- Schedule in enough time to meet with all your companies of interest



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First Contact

- Circle the venue and observe
- Be ready with a 30 second commercial:
 - Introduce yourself
 - Your name
 - Your major
 - Your qualifications
 - Your goals
 - Relate your skills and interests to the needs of the organization



Take Control!

- Show the recruiter you are energetic, thoughtful and confident
- Have good questions prepared
- Make eye contact and smile
- Avoid distracting mannerisms
- Give a good handshake
- Try to distinguish yourself as unique and memorable



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Ask Questions – Be Prepared

- Ask questions that show you did your homework; you know about the industry.
 - Examples:
 - I read that you prefer(not require) Finance majors, would a Management major with Finance courses qualify me for this position?
 - Would my leadership experience on student organizations qualify me for this position?
- Avoid questions that are too general, could easily be found beforehand, and that are not engaging.
 - Examples:
 - What does your company do?
 - Do you have any jobs? I'm willing to do anything.



Follow Through

- Get the recruiter's business card
- Inquire about their hiring schedule
 - How many positions open?
 - When will they be extending interview offers?
 - Best/appropriate way to contact them?
- Set-up a time to call back or make contact



Remember

- Many jobs come through personal contacts
- You can make these contacts during a career fair
- Although recruiters are busy, they came to SDSU to find students - don't be shy
- Follow-through. If you agree on a time or action, **DO IT**
- It is **your** responsibility to initiate and maintain this relationship



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Final Tips

- Practice and learn how to market yourself
- Keep adding to your network
 - ask recruiters for relevant contacts (if applicable)
- Use your contacts appropriately
- Send “thank you” notes/emails
 - This **really** makes you memorable



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Career Services



Office Hours:

Mondays-Fridays 8 am - 4:30 pm

Walk-ins (Fast 15) Hours:

Mondays–Thursdays 1 - 2:45 pm
Fridays 10 - 11:45 am

Location:

SSE-1200

Phone:

(619)594-6851

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