

# Career Fair Preparation

## *Keys to Success*



**WWU Career Services Center**

Old Main 280    360.360.3240    [careers@wwu.edu](mailto:careers@wwu.edu)

# Career Fair Preparation

## *Before the event*



## Perfect your resume

Don't have one? Try [Optimal Resume](#)  
Attend a resume workshop or clinic  
Meet with a Career Counselor  
Find a proofreader— no typos allowed!

## Explore industries & opportunities

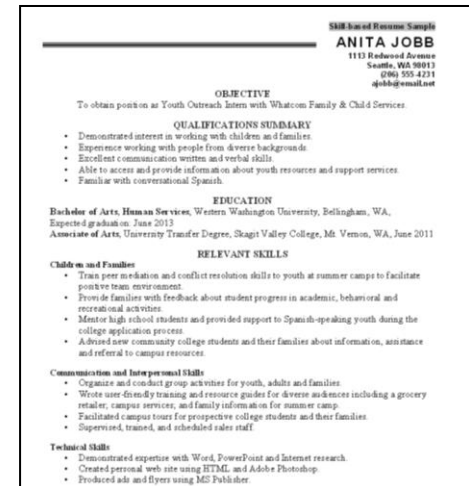
Research participating companies and job postings in advance

- Go to the Career Services Website for a complete list
- Search for job postings in Viking CareerLink
  - Don't have an account? [Get one!](#)

Keep an open mind

- Don't rule out companies without researching opportunities

Prioritize your top employers and create a networking strategy



# Career Fair Preparation

## *During the event*

### Set yourself apart

- Resist meeting up with friends
- Turn off your phone
- Turn on your confidence



### Be prepared

- Have a well rehearsed introduction
- Know something about the companies you are interested in
- Bring lots of resumes
- Stay organized
  - You'll be handing out resumes and collecting materials from employers
  - Have something to keep them in

# Career Fair Preparation

## *During the event*

### Be confident (or at least look like it)

Smile 😊

Stand tall

Make eye contact

Know your skills and interests

- Be able to articulate them

Firm handshakes only... no limp fish!



### Listen and engage

Make a two way connection

- It's not all about you
- It *is* all about what you can do for the team
- Be interested in the organization, culture, mission, work, etc.

Ask questions and listen to answers

Take notes as needed

# Career Fair Preparation

## *During the event*

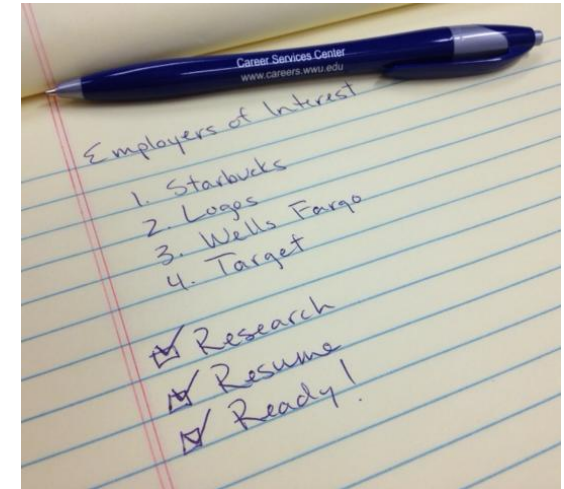
### Stay on track

Prioritize employers and industries

Stick with your strategy

Respect employer time and boundaries

- Make connections, and then move on



### Focus on why you are a good fit

What excites you about the job or the organization?

What have you done at school or work that relates?

What do you have to offer the team?

- Technical skills?
- Work ethic?
- Enthusiasm?
- Experience?
- Mobility?

# Career Fair Preparation

## *After the event*



### Immediate follow up (with key contacts)

Say Thank You

- Professionally written card or email
- Personalize it so they will remember you
  - Use the notes you took while chatting at the fair
- Reiterate your interest in the company or position

### Strategic follow up

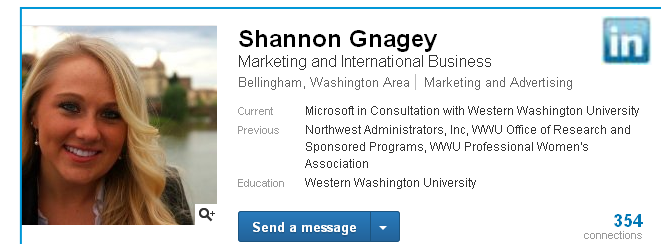
Get LinkedIn (Seniors especially)

- Don't have a LinkedIn profile?
  - [Create one here](#)

Email or phone call as appropriate

- Know what you are going to say if you call
  - They just might answer!

Be persistent, but professional



# Career Fair Preparation

## *Keys to success*



### **Before: Resume and Research**

- Write and refine your resume
- Research companies and opportunities
- Dress in appropriate business attire
  - Not sure what to wear? [Click here](#)

### **During: Make an Impact**

- Have a plan— and lots of resumes
- Be confident and enthusiastic
- Articulate skills and experience
- Ask questions

### **After: Cultivate Connections**

- Immediate follow up – thank you
- Strategic follow up – phone, email, LinkedIn, etc.
- Keep networking!

