



We launch careers
AT EVERY PROFESSIONAL LEVEL

Career Fair Preparation

Select Targets

- Choose companies in your desired industry/profession
- Do these companies have roles for new grads?
 - Check their website job postings
- Brainstorm how your background could fit in the company
- Have an Game Plan for the Event: Assign each company attending:
 - "A" – Definitely want to meet
 - "B" – Would be great to meet
 - "C" – Wildcard

Research

- Contacts
- Companies
- Groups
- Current Events
- Trends

Prepare for the Event

- Personal Commercial
 - Your position (or target position)
 - General experience
 - Add interest/the "hook"
 - Engaging question
 - Your close
- Job Seeking Tools (LinkedIn)
- Materials (resume, typed questions, paper and pen for notes)

Customize a Flawless Resume

- Calling card for everything career related
- Error free, well edited, consistent, symmetrical

Execute your plan at the Event

- Go in ABC order
- For "A" and "B" companies, make sure you have a reason for follow up
- Take a risk and speak to a Wildcard

Follow Up

- Have a plan
- LinkedIn

Follow up (Thank you)