

Make The Most Of Job Fair

Career Development Centre
2014

Job Fair 2014

- **Hundreds of jobs - one place, one time**
- **Over 150 participating employers** hiring for full-time, summer, co-op, contract and part-time opportunities
- **Free** transportation to and from the Fair
- Admission is **free** and restricted to students and alumni from Laurier, University of Waterloo, University of Guelph and Conestoga College

Wednesday, February 5, 2014

10 a.m. - 3:30 p.m.

RIM Park, Waterloo

Visit partners4employment.ca for more details!

Largest fair of its kind in the country

JOB fair

Network 4
Success!

Career Development Centre
wlu.ca/career

LAURIER 
Inspiring Lives.

Benefits of Attending the Job Fair

- To explore career options and identify potential job opportunities available to you upon graduation
- To gather information from potential Canadian and U.S. employers on their organizations and job requirements
- To learn about the current job market
- ★ To make network contacts (an important step in any job search)

Why Employers Attend Job Fair



- To make connections with top quality candidates – even if there are no immediate job vacancies
- To enhance public awareness of their organization and/or programs
- To provide information about job opportunities and career information

Industries Represented at the Job Fair

- Agriculture/Forestry
- Architecture/
Construction
- Biotechnology/
Pharmaceuticals
- Consulting
- Education/Teaching
- Environment
- Finance/Accounting/
Banking/Insurance
- Government
- Health/Healthcare
- Hospitality/Tourism/
Travel
- Technology/Software
- Law Enforcement/
Security
- Manufacturing
- Marketing/Advertising
- Media/Broadcasting/
Publishing
- Professional
Associations
- Recruitment/Staffing
- Retail/Wholesale
- Social Services
- Sports/Recreation
- Telecommunications
- Transportation
- Utilities/Mining/Oil &
Gas

Steps and Strategies to a Successful Job Fair

- Preparing for the Fair
- Executing the Day of the Fair
- Follow-up after the Fair



Preparing For The Fair



- Think about your specific **career goals**
What do you want to get out of the fair?
- **Research** specific organizations who are attending the Fair
See the Guidebook and partners4employment website
- Update your **resumé** and develop a **networking card!**
Resumé workshops!
- Think about how you are going to approach employers

JOSEPH SMITH

Speech and Hearing Science, PhD, 2009
University of Illinois at Urbana-Champaign



STUDENT

College of Applied Health Science
Department of Health Science
602 East Green Street
Urbana, IL 61801
josephsmith@illinois.edu
217.333.1000



sarah macintyre

phone | 889.900.4678
email | sarahmacintyre@gmail.com

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Blog sbjobs.wordpress.com



http://uk.linkedin.com/in/sbashir @SBUK73

RESUME: www.JoeNetworker.com

Joe Networker
Website Developer

Internet communications developer with heavy
Wordpress theme design experience

PHONE: (xxx) xxx-xxxx
EMAIL: joe@joenetworker.com

"Born to be Crème de la Crème "

Interests: Web and Mobile Development
Skills & Knowledge: XHTML, CSS, JavaScript, SDLC, SQL & Programming Fundamentals
Goals: Obtain AS in Comp. Science in Fall of 2012 then obtain BS in Comp. Science
Other: Naturally analytical and an excellent problem solver.

JAMES R. McMAHON, MFA

Senior Creative Director

Mobile: 678-555-6332 Office: 404-555-5762

POSITIONS/AFFILIATIONS

- Creative Studio Director
- Senior Designer
- Project Manager
- *Member NACD

SELECT CLIENT LIST

- Kraft Foods
- Northwest University
- US Commerce Dept.
- Marriott Hotels

JMcMahon@hostmail.net

www.McMahonCreativeServices.com

Quick Resumé Tips

3 parts to an effective resumé:

Appearance

- Design, layout, aesthetics
- Structure
- Organization, flow, common subsections
- Content - focusing on relevance and transferable skills

Cover Letters

- Are they really needed?

'Sell your Skills'

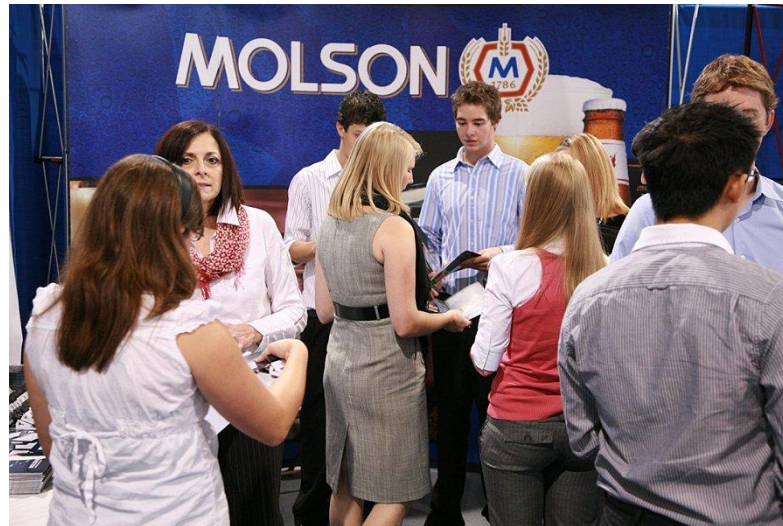
- Transferable skills



Prepare Your Conversational Starter

A brief 30 second introduction:

“Good morning. My name is **Barbara** and I am a **4th Year Political Science** student at Wilfrid Laurier University. I am interested in working in the field of **Policy Research** and was pleased to learn that your organization would be represented here today. What kinds of entry level opportunities are there related to policy?”



Prepare How You Will Handle Roadblocks

- You may find that some employers respond by saying: “I’m sorry, but we are not looking for _____ students”
 - Some representatives have preconceived ideas about the types of students they are recruiting
- Do not let this put you off. If you have done your homework and have a reason for talking to the employer, you should proceed
- How should you respond to a road block...



Responses To Roadblocks

- This is where your research and preparation can make a difference.
- “I understand that your organization does _____. While attending university I have developed skills in _____ (select a relevant skill). I am at the Job Fair because I am interested in learning more information about how I can use these skills in your industry.”
- “In addition to my education, I have also worked _____, (again, draw upon something relevant). Is there someone at your organization who I could contact? May I mention that I spoke to you at the Job Fair?”



Executing the Day of the Fair

- Dress Professionally
- Bring notes of your prepared questions
- Bring a Portfolio: Resumés, Pen, Blank Paper, Business or Networking Cards, Water – look organized
- Plan Your Day – know which employers you want to see Arrive Early
- BRING YOUR ONE CARD!



**The Laurier
OneCard**

First Impressions Matter



Questions to Ask at the Job Fair

- What specific qualifications or skills does your organization seek in candidates?
- What type of work or volunteer experiences should I focus on if I am targeting an opportunity in this field?
- What are some of the challenges faced by new employees?
- What do you feel are the most important skills, interests and attitudes that would make a person successful in your organization?

More Questions

- Are there any professional associations I should join or important events which I should attend?
- What training should I acquire to succeed in this field?
- Is there anyone else you would recommend who might provide me with another perspective or more information?
- What is the name of the Manager in charge of _____?
- Ask if you can use the person's name when you contact others

What Type of Information Should You Have Upon Leaving?

Realistic short-term goals for Job Fair:

Network contacts and names (H.R. person + ideally names of managers within X department)

Employer information regarding:

- Hiring Practices
- Timelines for Recruiting
- Work Environments
- Types of training opportunities
- Types of positions relevant to your career focus
- Key hard and soft skills the organization seeks
- Upcoming changes, news and opportunities

Follow-Up After Job Fair

- Immediately - review the Employer Guidebook and make notes on what you learned
- Send a thank-you letter to employers with whom you met within 48 hours. You may choose email or snail mail, depending what you gleaned is the culture of the company.
- If you are job seeking, follow up on promising leads within two weeks by requesting a meeting (do not immediately follow up with employers who are already recruiting on campus)
- If you are conducting career research, stay in touch!

Common Mistakes at the Job Fair

- Monopolizing an employer's time
 - 5-10 mins
- Negative comments
 - your school, past employers, other students
- Being louder than necessary or speaking too softly
- Eating, drinking or chewing gum
 - Water is ok!
- Asking about specific salary and benefits
- Not being confident
 - Practice!
- Travelling in packs - **approach employers on your own!**
- **Asking superficial questions**

One of the Biggest Mistakes

- Assuming that the organization's representative at Job Fair is not important
- Often (but not always), new employees or more junior employees do get drafted to attend events such as Job Fair
- You must treat everyone with respect and courtesy; you might be surprised at the power of the recruiter you perceived as 'least powerful'



Check out the Job Fair website at:

www.partners4employment.ca

What's there?

- List of participating organizations
- Profiles on each organization
- Transportation schedules
- Map/directions to the Fair



Connect With Us!

519.884.0710 x4495

careercentre@wlu.ca

wlu.ca/career



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lauriercareercentre.wordpress.com



linkedin.com (Laurier Career Centre group)