Make The Most Of Job Fair

Career Development Centre
2012-2013
The largest Job Fair of its kind in North America

Over 160 organizations have registered!

Sponsored by Partners 4 Employment
Register

• Register with your @mylaurier.ca email at: https://partners4employment.ca/home.htm

• Search the organizations by industry, employment type and location to target organizations with whom you want to connect

• When you register and attend, be entered to win an iPad mini
Benefits of Attending the Career Fair

• To explore career/job opportunities
  • Full-time; Summer; Contract; Co-op etc.

• 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 Career Fair

- To make connections with top quality candidates
- To enhance public awareness of their organization and/or programs
- To provide information about job opportunities and career information
- To advertise and fill job vacancies
Industries Represented At Career 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

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Steps and Strategies to a Successful Career Fair

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

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Preparing For The Fair

• Think about your specific **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

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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

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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. Can I ask you some questions about your organization and the position of ____ you are hiring for?”
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 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 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!
First Impressions Matter
Questions to Ask at 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 Career Fair:

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

• Employer information regarding:
  – Hiring Practices
  – Recruiting Process
  – 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/job research, stay in touch!
Common Mistakes At 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
Mark Your Calendars Now For...

CAREER FAIR 2013
September 25, 2013
RIM Park
Connect With Us!

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