



Career Fair Checklist

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{Career Services Center}

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Use this checklist to prepare for a career fair.

Before the Career Fair

- **Update Your Resume & Have It Reviewed** – Talk to a Career Advisor live on www.AdvisingNow.com on Monday – Friday from 9:00 am – 4:00 pm.
- **Know What Companies Are Attending** – Go to JavelinaCareers.com>Login>Events>Career Fairs to see a list of companies attending each TAMUK fair.
- **Research Companies & Create a List of Those You Are Interested In** – Visit the company’s website, know what each company does and be able to state why you want to work for them. See what jobs they currently have available and be prepared to talk to employers about the jobs you are interested in.
- **Develop Your “30 Second Commercial”** – Practice telling your story in 30 seconds or less. Include your name, class year, major(s), relevant experience and identify why you are a strong candidate for the organization while highlighting your knowledge of the company.
- **Print Extra Copies of Your Resume** – Make enough copies of your resume to hand to all the employers you are interested in. While you may not visit every company on your list, you do not want to run short on copies of your resume.

During the Career Fair

- **Look Professional** – Suits are not always necessary but do make a professional first impression. Bring a portfolio or folder to keep your resume and notes organized. You can also use this to store business cards you receive at the fair.
- **Arrive Early** – Allow yourself enough time to plan your strategy for visiting with the employers, check your appearance, get a quick drink of water and silence your phone.
- **Make a Lasting First Impression** – Confidently introduce yourself to employers, firmly shake their hand, make eye contact and share your key points, including your knowledge of their organization and your “30 Second Commercial”.
- **Stay Organized** – Write notes after talking to each employer and create a list of follow-up actions you need to take. Use the backs of business cards to add notes so you know who you talked to about what.

After the Career Fair

- **Send Thank You E-mails** – Send formal, tailored e-mails after the career fair (preferably within 48 hours) to thank recruiters for their time and reiterate your interest in their organization.
- **Complete Follow-up Actions** – Did an employer ask you to e-mail them additional information, apply for a position on their website or follow-up with them about a position? If so, make sure you follow through.
- **Create a Professional Contacts List** – Add the contact information you gathered at the career fair into a spreadsheet to be used for future professional networking purposes.
- **Connect with the Career Services Center** – Talk to a Career Advisor about following up with employers, strengthening your applications, preparing for interviews and more!



Developing Your 30-Second Commercial

What is a “30-Second Commercial”?

For the purpose of professional networking, one of the keys to your success is to make a really strong first impression. To do this, you need to create a personal “commercial”. It is essentially an overview of your education, experience, strengths, accomplishments and goals – all in 30 seconds!

When will I use it?

You will use your 30-second commercial throughout your professional life. Some occasions you can use it include:

- **Career Fairs** – When introducing yourself to potential employers
- **Interviews** – When asked to tell the employer about yourself
- **Cover Letters** – To highlight your background and key abilities
- **Professional Networking Events** – When introducing yourself
- **Contacting Employers** – In search of an internship or future job

What should I include in my 30-Second Commercial?

- An introduction of yourself (ex. First & Last Name)
- Education Information (ex. Class Standing, Major, University Name, Expected Graduation Date)
- Your interest in the company & why you are talking to them
- Why you are qualified for the position
- A specific question about available positions

What should I keep in mind when developing my 30-Second Commercial?

PRACTICE, PRACTICE, PRACTICE! Your 30-second commercial should be conversational and natural. Although prepared in advance, it should never sound memorized. You want to appear confident, enthusiastic, poised and professional. Make it memorable but not outrageous. You are competing with many other qualified candidates. Your commercial should allow you to stand out from the crowd. Whether it is the vocabulary you choose or a specific achievement you mention, you want to engage the listener and give them an opportunity to see your personality.

Be prepared for follow up questions. You may be asked for more information or to elaborate on something you said which will keep the conversation going. Part of your strategy is to develop a rapport with the interviewer and a good commercial and follow-up will help to set a positive tone. Vary your closing to fit the circumstances. At a career fair or networking events, you want to be proactive and may want to consider an action question such as “May I have your business card and contact you...”

