

## After the Fair

No matter how many exhibitors you connected with, it is very simple and important to follow up with in 1-2 weeks. Most employers look for job seekers to confirm their interest with a follow up cover letter or thank-you note. Additionally, by following up after a Fair you leave an impression that sets you apart from the mass of people who attended, allowing you to leverage what you learned and demonstrate an understanding of business etiquette and follow-up reliability.

- Evaluate – reflect on your actions, performance and results at the Fair. Did information collected meet your goals? Are there more questions or additional information needed now?
- Begin a simple contact log. List the contact and organization, information learned prior to the fair, referrals received (begin a new card for these referred contacts), promises made, resume provided, questions still outstanding, follow up date and space for further contact notes. Your contact database can be as simple as 3 x 5 cards or looseleaf or as high tech as an electronic contact manager. Both work well.
- Create a schedule. Copy all follow up dates to your regular calendar and complete all promises and thank-you letters immediately.
- Make follow up calls to key recruiters within 2 weeks to ensure your application is complete. When calling, be prepared - know why you are calling and script/practice what you are going to say beforehand.

Did you use the alternative to handing out resumes at a Fair: keeping track of recruiters you talked to, but not distributing resumes or completing applications? Be diligent in submitting applications and resumes, sending follow up notes and thank you letters to those companies that interest you. This has a number of advantages.

- Based on what you learn at the Fair, you can modify your resume to highlight the specific experiences and competencies you possess that directly relate to the job you now know more about.
- It offers you the opportunity to convey your interest with fewer people competing for recruiter attention and may make your name more memorable.

Finally, know where to go for help. Use Career Services to help you prepare for the next step. Whether that is interview preparation, mapping out a follow-up plan, finding additional information or getting coaching on making follow up calls, information interviewing and using high impact job search techniques.

**Go Ahead.. Explore your options!**

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### Career Services can help you get the competitive edge for your career!

#### Research Careers and Work

- ▶ Career planning assistance
- ▶ Resource library & computer lab
- ▶ Volunteer Fair & community links

#### Create Tools for Job Search

- ▶ Thousands of samples available
- ▶ Free critiquing service
- ▶ Individual appointments

#### Find Relevant Work

- ▶ Job search coaching
- ▶ F/t, p/t, summer job postings
- ▶ Career & Recruitment Fairs



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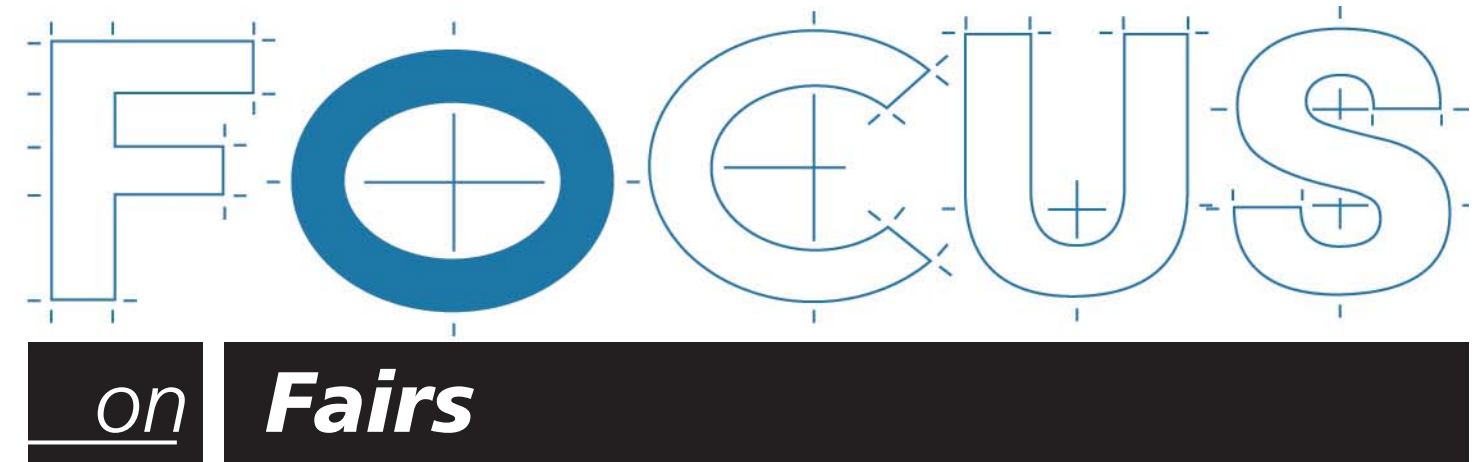
### Career Services

Education at Work  
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Website: [www.mtroyal.ca/careerservices](http://www.mtroyal.ca/careerservices)

Helping Mount Royal College undergraduates and graduates connect with the world of work!

A Mount Royal Education - From Classrooms to Careers



## MAKING THE MOST OF...

### CAREER & RECRUITMENT FAIRS

Regardless of your program, major, year of study or future goals, Fairs simplify summer and graduate job search efforts. They are uniquely designed to connect students with many interested employers in a short time and in a familiar setting! First year, mid-program and graduating students will find them very valuable for . . .

- ✓ understanding specific positions and work alternatives in their field of interest or major,
- ✓ connecting with hands-on career related experience and developing industry or business contacts,
- ✓ practicing interview, networking or personal presentation skills and
- ✓ finding high quality, competitive job openings.

Today, companies, agencies and governments use on campus and off campus Fairs to promote unadvertised opportunities and pre-screen applicants. Many employers attend Fairs across the country to identify their future workforce.

**CHECK THE CAREER SERVICES WEBSITE REGULARLY.**

**WATCH FOR POSTERS AND ANNOUNCEMENTS FOR EVENTS TOO VALUABLE TO MISS!**

*At Fairs, employers spend 1-5 minutes with interested participants providing employment and contact information, collecting resumes or advising on application processes, and where time allows, doing brief pre-screening interviews.*

*Other than collecting display items, what should YOU be doing?  
Here are some tips - from employers and recruiters who come to fairs like these.*

### VOLUNTEER FAIRS

Volunteering is a great way to gain skills and build experience for a resume, explore career options, meet program requirements and make valuable contacts for future employment.

Volunteering helps students determine job content tasks they want to do and provide concrete experience valued by employers in any field. Often, volunteering provides a gateway to positions requiring on-site experience in organizations who hire predominantly from their volunteer staff.

Calgary has over 800 organizations offering volunteer opportunities for every interest. Volunteer Fairs help students connect with a cross-section of organizations as diverse as:

- ✓ human, child and youth services
- ✓ advocacy and criminal justice
- ✓ health, wellness and the environment
- ✓ arts, leisure and entertainment

all under one roof!

**INVEST IN YOURSELF.**

**BUILD A PROFESSIONAL NETWORK.**

**GET CAREER-RELATED EXPERIENCE TO HELP YOU SUCCEED AND SHARE YOUR GIFTS WITH OTHERS.**

Education at Work  
**Career Services**



## Before the Fair

- Understand clearly why you are there. Define objective(s) or set goals for yourself. Is your objective to learn about career paths? Connect with 5 contacts in companies in which you would like to work? Identify top industry employers? Clarify tasks/positions considered 'entrance level' for college graduates?
- Know yourself. Give recruiters an idea of who you are. Script a 2-4 sentence introduction. Include your name, expected graduation, type of work you are interested in (summer, graduate, part-time, work term) and an idea of the work tasks you are looking for. Identify specific experiences that communicate your skills clearly and will help the recruiter understand how they relate to your career path and work you would like to do in their company. Having trouble figuring out what to say? For sample scripts, see the **NETWORKING** tipsheets available in Career Services or call for a personal appointment.
- Find out who's attending by checking the Career Services website or visiting the office. Research employers and industries that are of interest to you. Initial information can be found on the internet. A basic understanding of the company, its products/services, size and scope of operation and how you might fit, informs recruiters you can prepare for a task and are serious about their organization or industry.
- If you plan to complete applications AT the Fair, have relevant information written down. Always request 2 application forms. This provides you with a working copy (for corrections and to keep as your record) and a perfect copy to submit.
- If you plan to hand out resumes AT the Fair, make sure you have a great one, reflecting your most current accomplishments, experiences and competencies. Poorly or well written, a resume is a first and lasting impression of your standard of work.
  - If your resume has not been critiqued by Career Services, ensure it attracts the type or level of work you are now seeking. Submit it for critiquing soon.
  - Bring several copies of your resume, or of each resume version if you have more than one career direction you are considering.
- Prepare as if you will be interviewing, including thoughtful answers to common questions. One of the most common questions at a Fair is "What are you looking for?" An answer of "I don't know" or "anything" does not help a recruiter identify a place for you in their organization. While knowing a specific job title is not necessary, connecting your background to the organization's needs, explaining what you can do and why you want to work for this company, is important. If you don't know, they won't know why you should work there either!
- Prepare questions to ask recruiters. Most are happy to answer specific questions about positions, recent announcements and hiring processes, but few consider a candidate who asks "*What does your company do?*" or focus solely on salary/benefits at this time.

### Sample high impact questions may include:

1. What kind of post secondary, entrance-level positions exist within your company?  
What are the main duties of those positions? What career paths are possible in 1, 2 or 5 years?  
How long does an entry level employee typically stay with the company?
2. How many employees are in my area of interest, which is . . . ?  
What skills are critical for early success in this area?  
Who supervises/manages that group?
3. What are peak hiring periods? How long does the hiring process take?  
What percentage of applicants are eventually hired?
4. What does your company consider the 5 most important qualities in an employee?  
What specific experiences do you look for?
5. How long have you been with the company? What made you choose it?  
How has the company changed in that time?  
What things has your company accomplished of which you are especially proud?

## At the Fair

- Appearing professionally dressed helps make a good first impression. Clothes worn at fairs are more informal than job interview clothes, but more business-like than everyday school clothes. How you dress at a job fair may be seen as a reflection of your professionalism on the job with clients. Dressing "business casual" is especially important if you are seeking graduate work.
- Arrive early in the day. Stop by the information table for an up-to-the-minute employer list. Highlight booths you are most interested in visiting in one colour and those of secondary interest in another – plan your time at the fair accordingly.
- Watch and listen - questions and answers by other students offer valuable information and real-life career search "do's and don'ts."
- It is essential to talk with recruiters, ask meaningful questions and be articulate in positioning yourself. In order to take advantage of the opportunities at a Fair, you must be an active participant. Don't read directly from your list of questions. You're prepared. Relax and be your 'best' self.
- A smile, enthusiasm and good manners add to a professional image. Visit booths by yourself rather than as part of a group of friends or family. Turn off phones and ipods. Make eye contact, avoid playing with your hair or chewing gum.
  - Before beginning with questions, start with a handshake and introduce yourself. Use a confident voice and avoid, "um," "like," "ya know." Speak clearly and listen carefully to answers. The Fair will be noisy - if recruiters can't hear you they won't remember you.
  - If you forget the recruiter's name, check their name tag and ask for a business card. Be courteous. Before leaving, thank the recruiter for their time.
- If a booth is busy, don't interrupt. Try to make eye contact with the recruiter then wait for your turn. If this does not work, come back later. Still unable to speak to a recruiter? Note the company and recruiter's name. Within one week, send a follow-up note and a copy of your resume indicating their booth was so busy you didn't get a chance to meet, but are very interested and will be calling soon to arrange a convenient time to talk. Then call!
- Ask for business cards or write down the recruiter's name. If you receive other contact names, write them on the back so you know who referred you. Stop after each booth and jot notes. Recruiters are excellent resources about career fields and their company and can facilitate your career search and decision-making. You'll get more information than you can remember!
- When you give a recruiter your resume, ask about next steps in the hiring process and if there is a specific hiring manager. For some, screening interviews may be done at the Fair, while for others, the Fair is used to collect applications for interviews conducted later. Don't assume. Procedures, requirements and timing are different company to company and knowing each allows you to make better follow up plans.
- Explore all your options! One of the main purposes of a Fair is to network. Speak with employers not previously considered. Take the initiative to connect with recruiters. Don't ignore smaller companies or assume they will not have a position in your field. Ask. If they do not have a position that is a fit for you, ask who might. Freebies and brochures weigh you down, are soon discarded and rarely help achieve the objectives you've set for the event.
- Fill in event feedback forms. Your comments are important considerations in planning events that continue to be valuable for you and future students.
- Other \_\_\_\_\_  
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