

# Making the Most of Job Fairs

Presented by the Frank L. Ciminelli Family  
Career Resource Center

# UB Offers Many Annual Career Events



- Management Career Fair – Early October
- “Meet the Professionals” (accounting) - September
- UB Tech Fair – Late September
- CareerFEST – Early March
  
- Check out [www.mgt.buffalo.edu/careerevents](http://www.mgt.buffalo.edu/careerevents) for a list of UB events as well as national events, such as:
  - National Black MBA Association Conference & Expo
  - National Society of Hispanic MBA Conference & Career Expo
  - Asian MBA Leadership Conference & Career Expo
  - APICS International Conference
  - MIT European Career Fair

## Tips for Making the Most of these Events

- Do not wait until the last day to prepare
- Update your résumé, including your summer internship/work experience
- Do not use a résumé objective  
(because it is too limiting)
- Accept and schedule any interviews promptly to avoid losing them

# Job Fair Tips: Begin by asking yourself

- What do I want to do?  
Area(s) of interest
- What do I have to offer?  
Key skills & experiences
- Do your skills match your area/s of interest?

## Job Fair Tips: Know Yourself

- 50% of the win is interest!! - WANT to do
- 50% of the win is skills!! - CAN do
- Can you talk about a recent work or school-related experience?
- Have you demonstrated your skills and/or interests through experiences?

## Job Fair Tips: Prepare a Game Plan

- Learn who is coming ahead of time  
(BizLink, BullsEye or event website)
- Identify firms that you really want to target: A list and a B list  
Cast a wide net so you do not miss great opportunities.
- Research: Read available job descriptions and company information  
We have done some research for you! See the above site.
- Have a plan for each contact/company  
Topic/issue to discuss, questions to ask, how to show interest, etc.

# Job Fair Tips: What to Research



- Products and Service(s)
- Current and common job openings (i.e. development/training programs)
- Core competencies of the firm
- Geographic markets, size & locations
- Organization's structure
- Main competition
- Recent news items
- CEO, profitability, stock price, etc.
- Industry's growth potential
- Info on the locations' cost of living

## Job Fair Tips: Where to Research

Beyond the company's website, check out...

- Vault (through BizLink)
- Hoovers (through UB Libraries)
- Fortune.com
- Techweb.com
- Yahoo.finance.com
- Local newspapers
- Business journals
- Trade magazines
- Professional organizations
- Competitors' websites
- Purchase co.'s product
- Obtain chamber of commerce information for geographic location
- Faculty, staff and alumni
- Business section of Lockwood Library



# Job Fair Tips

Be sure you are able to answer these questions..

- Why do you want to work for this firm?
- What do you have to offer this firm?

This is how YOU will FIT in!



Need to be able to  
provide concise answers  
(generally no more  
than 1-2 minutes)

## **Job Fair Tips: Prepare a 45 Second Summary of Your Qualifications**

- Make the most of your (and their) time
- Summary of your background, achievements and interests
- Avoid unprofessional fumbling for words

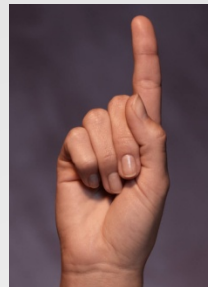
# Job Fair Tips: Dress The Part



- First impressions are critical
- Dress professional and conservative
- Get a haircut/trim

# Job Fair Tips: Arrive Early and Stay Late

- Arrive when the fair opens
  - Head to your favorite employer
  - Let them know they are #1 on **your list** (If you feel very uncomfortable and need to practice, go to a company from your B list first...to warm up.)



## Job Fair Tips: Take the Right Things With You

- Plenty of résumés on résumé paper
- List of references with contact information
- Portfolio
- Notepad and Pen
- Mints (not gum)
- Calendar/organizer
- Business cards



# Job Fair Tips: Know What You Want to Ask

- Have one or two questions ready for each employer
- Ask engaging questions that reflect the research you have done
- Ask questions that display your interest



# Job Fair Tips:

## Sample Questions to Ask

- What are the characteristics of your most successful employees?
- Where would someone who starts in an entry level marketing/finance/etc. role in your organization be within 2 yrs, 5 yrs, 10 yrs?
- I noticed your company has expanded to XYZ last year. What has that growth done to your local office's culture?
- What are some of the biggest challenges a new hire might come across in their first year?
- I heard your company culture is innovative and deadline driven. How would *you* describe it?
- What is your interviewing process like?

## Job Fair Tips: Learn What's Going to Happen Next

- What is the next step in the process?
- Timeframe for calls
- Ask for a business card
- Follow up
  - Thank you, reaffirm your interest, express enthusiasm



# Good Luck!

