

CAREER FAIR CHECKLIST

For Making the Most Out of a Career Fair



COLUMBUS STATE
UNIVERSITY

CENTER FOR
CAREER DESIGN

BEFORE THE CAREER FAIR

SHARPEN YOUR COMPETITIVE EDGE

- Activate your **Handshake** account & register for the Career Fair.
- Update your resume & upload it to Handshake.
- Take a professional headshot.
- Create and polish your **LinkedIn** profile.
- Prepare your introduction: **GNAP**
 - **Greeting:** Hello,
 - **Name:** My name is [Your Name].
 - **Affiliation:** I'm a sophomore pursuing a degree in Marketing.
 - **Purpose:** I'm interested in finding internship opportunities in social media marketing to learn about the content creation process and how companies use social media analytics.
 - **Why:** I am pursuing certification in social media analytics and enjoy analyzing data to see what posts and platforms yield results, and I'm curious about how it works in real-business contexts.
- Dress for Success: Visit the Career Closet at the Center for Career Design (Arnold 118) for free professional outfits.
- Print 10-15 copies of your resume and bring them to the Career Fair.



Register for the
Career Fair here!



Update Your
LinkedIn Profile!



Visit Glassdoor!

PARTICIPATE WITH CLARITY

- Research Employers**
 - What is this organization known for? What makes this organization unique (mission, value, history, key initiatives)?
 - What's the organizational culture like? Visit **Glassdoor** and the organization's LinkedIn page.
 - Have your questions prepared for each organization of interest. What are some negotiables for you (work from home, fully in person)? What are your non-negotiables (deal breakers)?
 - Which organizations are your priority to meet at the Career Fair? In what order do you plan to visit these organizations? Plan to visit a few bottom-choice organizations to warm up your speech before you visit your top-choice organizations.

CAREER FAIR CHECKLIST

For Making the Most Out of a Career Fair



COLUMBUS STATE
UNIVERSITY

CENTER FOR
CAREER DESIGN

BEFORE THE CAREER FAIR

PARTICIPATE WITH CLARITY (CONTINUED)

Clarify Your Purpose

- What do you want to get out of this career fair? What would be your biggest takeaways (making connections for follow-up conversations, gaining more clarity about positions available at the organizations, getting internships, etc.)?
- Take a motivation assessment through the Career Center to explore how to align your internal motivations with industries.

DURING THE CAREER FAIR

BUILD CONNECTIONS

At Each Organization:

- Introduce yourself (GNAP).
- Listen to what the employers say about their company and available opportunities.
- Build relationships by asking questions and telling why you are interested in the organization or the position (the "Why" part of your self-introduction).
- Share your resume.
- Thank each recruiter for their time.
- Ask each recruiter for their business card/contact information.

Visit a few bottom-choice organizations to warm up your speech and interactions with recruiters and talent-acquisition specialists.

Visit your top-choice organizations once you have strengthened your confidence in your introduction speech and your connection-building interactions.

Take notes during each of your conversations.

AFTER THE CAREER FAIR

FOLLOW UP

Reflect: What did you learn about different organizations and available positions?

Follow-Up: Send an individual thank you note via email to the people you spoke with.

- Aim to send a follow-up email within 24 hours of the career fair to increase your chances of staying on a potential employer's mind.
- Make sure that your email is simple, short, and most importantly - professional.