

# FOUR REASONS WHY ATTENDING



# A JOB FAIR IS IMPORTANT

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## Identify What Employers Want

-**Employers who require online applications still attend job fairs.** Why? Because they know a job fair is still the best way of actually meeting potential hires. Most of these employers will explain the ins and outs of their particular online process. It's important to ask the employer what they like to see on the online application.

-Attending job fairs is a way for prospective hires to find out the qualifications employers are seeking for particular jobs. For example, ask if the employer will accept more experience instead of a bachelor's degree. When job openings that match the job seeker's skills appear at a company, it already knows about the job seeker and can reach out to the person to schedule an interview or suggest they apply.

## Networking Opportunities

-Besides meeting with employers, prospective hires should attend job fairs to network with like-minded job seekers. As they meet and talk with these job seekers, they learn about employment opportunities that they may not have heard about.

-Even if you do not get hired by employers who attend job fairs over the next few days or weeks, you still make an impression with that company.

## Researching Companies

-As you speak with company representatives, ask questions and find out about positions the organization normally hires into- **including the ones that may not be advertised.** For example, job seekers who have accounting degrees can find out which employers in their area have the greatest need for new accountants. Job seekers can also research companies that attend job fairs and get the organization's direct human resources and hiring manager contact information.

## Test the Market

-Visiting different company booths at job fairs helps job seekers to test the job market and likely find out the salary ranges that employers are willing to pay for popular jobs.

-Every company has positions that may open in a few months – ask what other openings may be available soon.

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# JOB FAIR PREPARATION

## TECHNIQUES



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### Write down any questions about:

- ✓ The online application form
- ✓ Interview process
- ✓ Employer's products or services

### Do your homework and research the employer's:

- ✓ History
- ✓ Goals
- ✓ Management style

### Confidence Support:

- ✓ Bring a prior completed application, "resume worksheet" and/or portfolio
- ✓ Prepare your attire the night before
- ✓ Pack a snack and/or lunch

### Always:

- ✓ Manage your time to be flexible and on time
- ✓ Informational Interview to gain knowledge from others
- ✓ Prepare for more than you think you will need



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