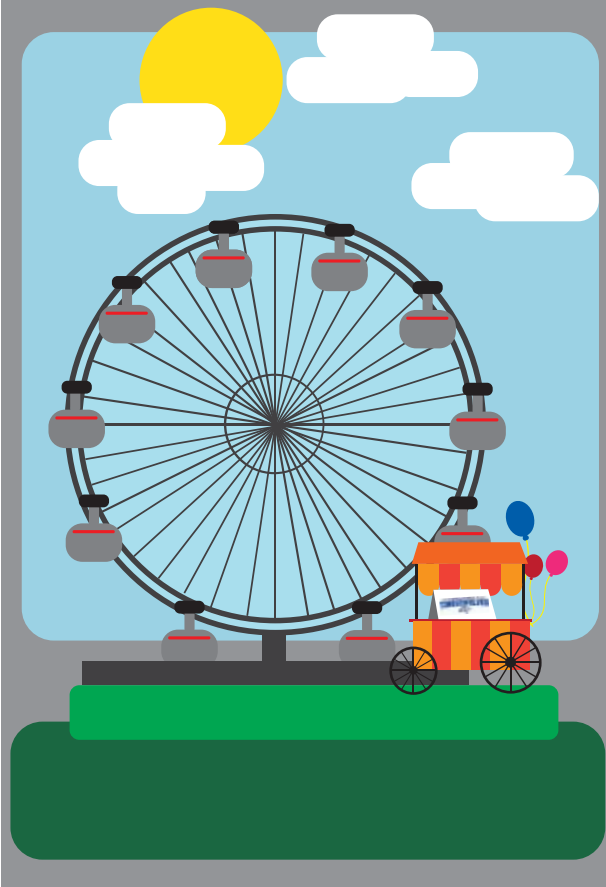


Prepare for the Fair

Job Fair Prep



Strategize for Success

- **Know your Audience** - Be prepared to talk to hiring managers by checking out the company's website, mission, open positions and general information. Obtain a list of participating businesses from Career Services.
- **Target Your Efforts** - Create a prioritized list of employers you'd like to meet at the Job Fair. Then visit those booths first when your energy level is up and you are at your best.
- **Set Your Skills** - Create/update your resume customizing it to the industry. For even greater success, have several different versions of your resume targeted to specific companies/positions. Be mindful to hand the appropriate version to the correct employer. Download the Job Search Skills Booklet for sample cover letters and resumes: <https://www.ntc.edu/students/career-services/get-and-keep-the-job>
- **Know Yourself** - Spend time prior to the fair reviewing your resume, work history, education, volunteerism, and involvement. Be able to quickly speak to your skills and attributes. What sets you apart and makes you memorable?
- **Check Your Supplies**- Bring multiple copies of your resume along with a pen and notepad.

Create a Positive First Impression

- **Dress for Success** - Wear professional interview attire and comfortable shoes. Avoid jeans, hats, and revealing clothing. In need of professional attire? Check out United Way's Community Closet: <https://www.unitedwaymc.org/improve-lives/income/community-closets/>
- **Be Well Groomed** - Comb hair after removing hat. Avoid gum chewing. Skip strong cologne/perfume. Do not smoke beforehand. Wear minimal jewelry.
- **Show Initiative** - Shake hands and introduce yourself to recruiters when you reach the table. Demonstrate your interest in the company and their job opportunities.
- **Give a Proper Handshake** - Make and maintain eye contact, smile, lean slightly forward, and lightly but firmly grip the individual's hand. Keep your wrist firm with fingers close together.
- **Be Enthusiastic** - Employer surveys identify one of the most important personal attributes candidates can bring to a new position is enthusiasm.
- **Ask Questions** - Have questions ready for company representatives; the more you engage them, the better impression you'll make.

Know Your Pitch


Introduce Yourself - Prepare a brief elevator pitch. This summary about yourself can be offered in the time it would take for a short elevator ride – about one minute. Focus on answering two questions: What are your primary selling points for the job/career? Why are you interested in this position/industry?

Know Your Strengths- Use your first sentence to tell who you are. Then briefly highlight your expertise with two to four points of what makes you stand out. Finish by letting them know you want the job and why.


Stay Professional- Avoid commenting on your age, marital status, family, religion/belief system, etc. Keep the information relevant to the position/industry.


Practice Makes Perfect- Practice your introduction out loud by yourself and with family/friends until it feels comfortable and natural.

Make a Lasting Impression

 **Make a Connection** - Remember the recruiter's name. Glance at a name tag. Use the name in a sentence when you're speaking with the individual.

 **Collect Business Cards** - This allows you to have contact information for the people you have spoken with.

 **Take Notes** - Jot down notes on the back of business cards or on your notepad so you have a reminder of who you spoke to about what.

 **Say Thank You**- Send a brief follow up thank you note or email to the company representatives you met at the job fair. Reiterate your interest in the company and remind them you're a strong candidate. If something important came up in your discussion, include that in the note as a way of jarring their memory.

Next Steps

Employers are seeking students and graduates who are proficient in their field and who have a strong grasp of soft skills including:

- * social graces
- * communication skills
- * teamwork abilities
- * friendliness
- * and more

Being actively involved in a student club and participating in campus events will help you refine your skills and give you an advantage over your competition when you enter the job market.

NTC's Student Development Team including Student Life and Career Services can help you:

- * prepare for job fairs and interviews
- * develop self awareness
- * practice common interview questions
- * tackle attitude, ethics and integrity
- * acquire networking skills
- * learn how to be a part of a team
- * and so much more

Check out our online resources:

studentlife.ntc.edu/soft-skills

CareerServices@ntc.edu
715.803.1294

