

Navigating Career Fairs

(804) 289-8547 | careerservices.richmond.edu

Office Hours: M-F, 8:30 a.m. to 5 p.m. | Walk-in Hours: M-F, 2 to 4 p.m.



Alumni & Career Services

Why do students go to career fairs?

- Explore career options
- Gather information about employers & careers
- Get job/internship leads

Why do employers go to career fairs?

- Attract and hire top notch candidates
- Advertise opportunities to prospective candidates
- Promote awareness about their organization

TO PREPARE FOR THE CAREER FAIR

- Prepare your résumé, have it reviewed by a Career Services advisor, and make several copies of the final version on résumé paper.
- Determine which organizations are attending.
- Develop a game plan. Make a list of employers to visit in order of importance to you; consider visiting with your lower priority organizations first to gain confidence before meeting with your top priority.
- Do not limit yourself to employers who you feel “fit” your major or industry preference; many employers hire for a number of positions that cross disciplines – for example, the non-profit organization that is seeking accountants or the accounting firm who is seeking marketing or English majors to develop and edit print materials.
- Prepare a "30-60 second commercial."
 - Introduce yourself (name, major, why you are talking to the organization).
 - Demonstrate what you know about the organization (research early).
 - Express interest in the organization and their opportunities and explain why you are interested.
 - Briefly describe what you have to offer: skills, leadership experiences, athletics, volunteer work, internships.
- Prepare questions to ask employers to show that you have thought of your career goals.
 - "I saw on the Career Services' website that you have opportunities in your marketing department. Can you tell me more about the job duties of a marketing analyst?"
 - "I have gained a great deal of community engagement and service experience during my time at UR. Can you tell me more about how your company/organization engages with the local community?"
 - "What skills are most important for your Analyst position?"
 - "I have tailored my studies by combining psychology courses with leadership and business courses to better prepare for a career in human resources. Can you tell me more about possible HR opportunities with your organization?"
- Professional attire is appropriate. Dress as if for an interview.
 - Men: shirt, tie and preferably suit or sports coat
 - Women: dress suit, pants suit, or skirt suit
- Act professionally and demonstrate confidence.
 - Speak clearly and concisely and answer questions readily
 - Be open and honest; show enthusiasm and interest
 - Do not just go to get free stuff!

The better prepared you are the more confident and effective you will be when talking to an employer.

FOLLOW-UP

- Ask for a business card or contact name
- Inquire about the best method for following up with an organization
- It is important to TAKE INITIATIVE and FOLLOW UP with opportunities through phone calls and e-mails– do not wait for them to contact you if you are interested.