

Navigating Career Fairs & Expos

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

Office Hours: M-F, 8:30 a.m. to 5 p.m. | Drop-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/EXPO

- Prepare your résumé, have it reviewed by a Career Advisor, and make several copies of the final version on résumé paper.
- Visit SpiderConnect to 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, the consulting firm that is interested in all majors, or the accounting firm that 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 beforehand).
 - 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.