

JOB FAIR SUCCESS

A Publication of the Counseling & Career Services Center, Loyola University New Orleans

HOW TO MAKE A JOB FAIR WORK FOR YOU

A job fair is a great opportunity for you to meet with many employers, learn about companies and find out first-hand about current hiring needs. They are an important part of the recruitment process today and, with some preparation, you can turn a brief encounter with a recruiter into a solid foundation for the next step in the hiring process. How? By following these guidelines, you will markedly improve your chances of landing an interview:

INTERNET SLEUTHING

Obtain a listing of the companies participating in the job fair well in advance of the fair. Target those companies in which you have an interest and research them by checking out their websites and learning all you can about the type of company, the industry, current projects and future plans. Many sites also link to the company career center where you can learn about hiring needs, qualifications, salaries and a host of other useful information. The Monroe Library is also an excellent source for locating information on-line on profitability, market share, and competitors. Ask a librarian for assistance with Lexus-Nexus and others valuable resources.



REHEARSING THE PART

With this knowledge of the company, consider where you might fit into the organization. Identify a few possible options you would like to explore. Know what assets you would bring, your areas of interest that make you a match for the employer. Have a brief 60-90 second introduction prepared. Practice your approach. Prepare a few questions you will ask – those that were not answered on the company's webpage.

GATHER YOUR DOCUMENTS



Prepare more than one form of your resume to target the fields you are interested in.

Attend a resume critique session at Counseling and Career Services to give your resume a professional polish. Make plenty of copies on quality resume paper, using a laser printer. Bring along any additional supporting documents you think you may need.

FAIRS HELD AT LOYOLA

Fall Job & Internship Fest — For-profit and Non-profit organizations as well as government agencies attend this event targeting students and alumni searching for full-time or internship opportunities. If you are looking for a job or internship, you don't want to miss this event!!

Graduate School Fair — This fair, held alternately at Loyola University New Orleans and Tulane University, allows students and alumni to speak with representatives from graduate, law, and medical schools about application and admissions.

Non-Profit/Human Services Career Fair — This fair, held alternately at Loyola University New Orleans and Tulane University, gives students and alumni interested in working for non-profit and/or government agencies the opportunity to gather information about full-time opportunities, internships, and volunteer positions.

Mardi Gras Invitational Career Fair — New Orleans' premier spring Career Fair. Dillard University, Holy Cross College, Loyola University New Orleans, Southern University New Orleans, Tulane University, University of New Orleans, and Xavier University sponsor this two-day event. The first day is a large career fair. Come prepared with your planner and a large stack of resumes. Recruiters may opt to stay to interview candidates on the second day. Students may register early for the fair allowing recruiters to view their resume prior to the event and schedule interviews. The registration deadline is usually in early January.

Summer Jobs & Internship Fair — This fair, held alternately at Loyola University New Orleans and Tulane University, gives students the opportunity to speak with representatives from across the country seeking interns, and summer hires. If you want a good summer job or internship, don't miss out on our newest event.

PROJECT A PROFESSIONAL IMAGE

The quickest way to be perceived as a professional is to *look* professional. A good business suit in a neutral color such as gray, black, or navy and coordinated shirt or blouse, plus conservative tie for men is a must. But your appearance doesn't stop there – shoes must be well polished and in good condition and hosiery should coordinate with the outfit. Hairstyles should be neat and conservative. A brief case or sturdy folder will keep your documents neat and complete the look.



PLOT YOUR STRATEGY

Study the layout of the fair and prioritize the list of employers you want to meet. Plan to arrive early before lines become too long. Do not stand in long lines, if possible. Move on to another company on your list and check back later to make better use of time.

JOB FAIR SUCCESS

VERIFY THE TIME & LOCATION

**CALL TO CHECK OUT
APPROPRIATE DRESS**

**HAVE A GOOD CONCISE
RESUME**

**PREPARE MORE THAN ONE
VERSION OF YOUR RESUME TO
TARGET DIFFERENT JOBS OR
FIELDS**

**SELECT APPROPRIATE RESUME
PAPER**

**PLACE RESUMES AND ANY
OTHER APPROPRIATE
DOCUMENTS IN A
PROFESSIONAL LOOKING
FOLDER OR BRIEFCASE**

DON'T FORGET YOUR PEN

THE MAGIC 6 FIRST IMPRESSIONS CREATED IN AN INSTANT

- TAKE THE INITIATIVE
- STAND TALL
- SMILE
- LOOK THEM IN THE EYES
- HAVE A FIRM HANDSHAKE
- INTRODUCE YOURSELF

THE BIG MOMENT

While speaking with a recruiter, be sure to offer a handshake, smile and deliver your introduction. Ask appropriate questions and be prepared to be invited to interview at a later time. Don't overstay your welcome. If the recruiter keeps looking over your shoulder, it is past time to move on. Obtain a business card and take appropriate literature. Make notes of important dates or other information as you go, for later use.



FOLLOW UP

Within 24-48 hours, using the business cards for contact information, send a brief letter expressing your appreciation for the opportunity to meet the recruiter and reiterate your interest in their company. Make sure to include another copy of your resume as you never know what might happen to the resumes collected a fair.

A FINAL WORD...

Companies use career fairs as a screening device. You, too, have the chance to size up the company to determine whether you are interested in working for them. Make this opportunity a productive step in your job search and career exploration!

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**Have you registered for PackTRAK?
THE TIME IS NOW!**