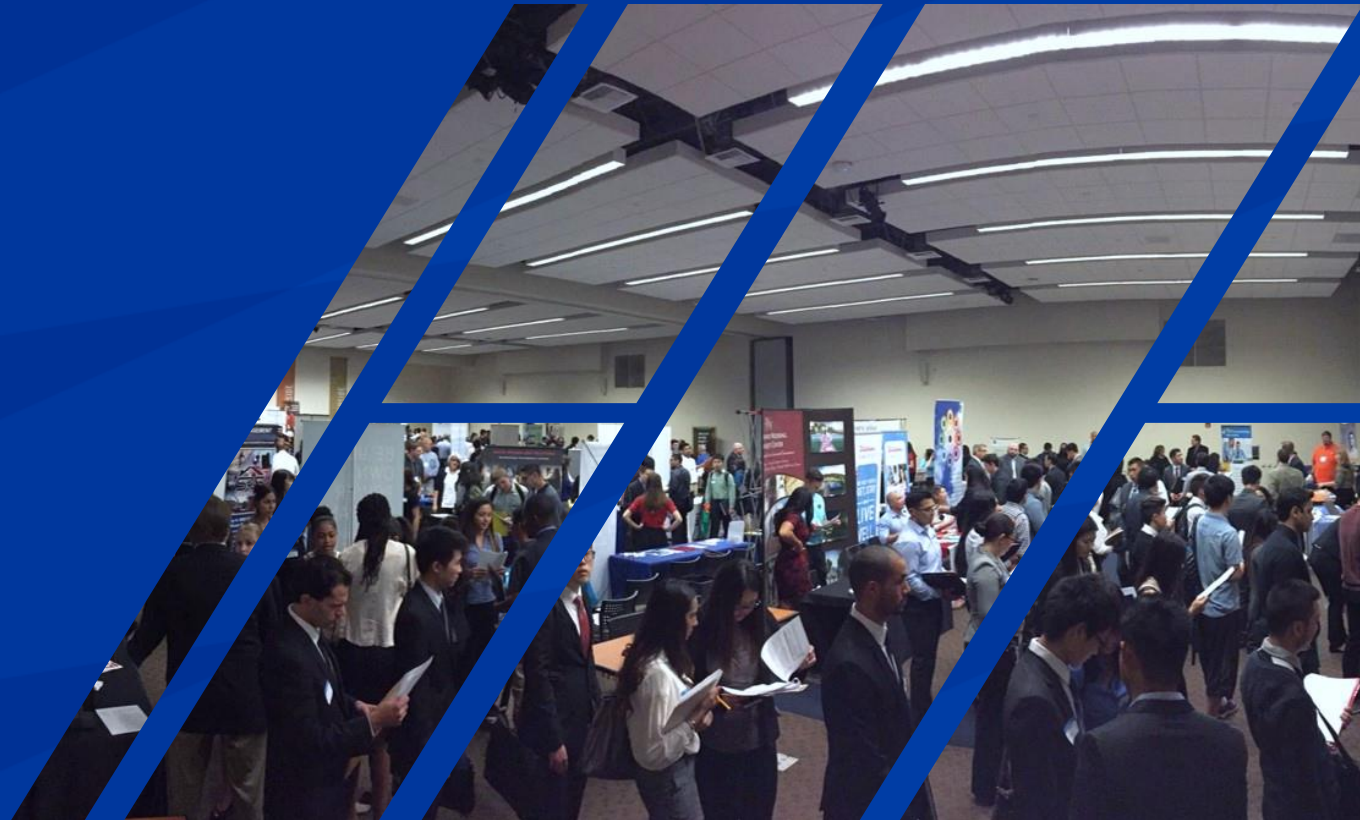




# Prepare for the Fair Workshop



# At the end of this workshop, you will be able to...



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**Know how to prepare  
for career fairs**



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**Understand how to  
make a last impression  
with an employer**



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**Practice how to  
communicate with  
employers during and  
after the Fair**



# Agenda

- Ice Breaker
- Employer Evaluation
- Making a Great First Impression
- Preparing the Elevator Pitch
- Making a Game Plan
- Questions



# Activity

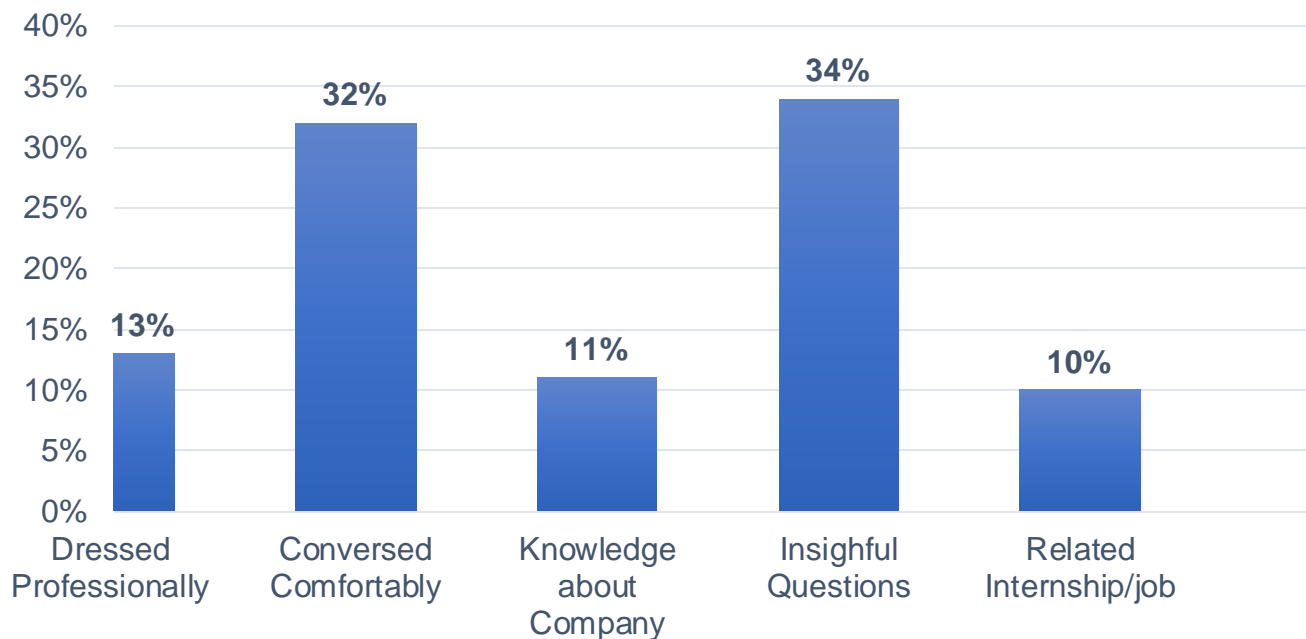
**Practice talking about yourself and really take the time to reflect on your concerns**

- Turn to your neighbor and introduce yourself.
- Then tell each other your biggest job fair concern.

# Employer Evaluation Feedback

*“Of the students that you considered ‘top candidates,’ which of the following were most important in setting them apart from others?”*

## 22-23 Career Fair Employer Feedback



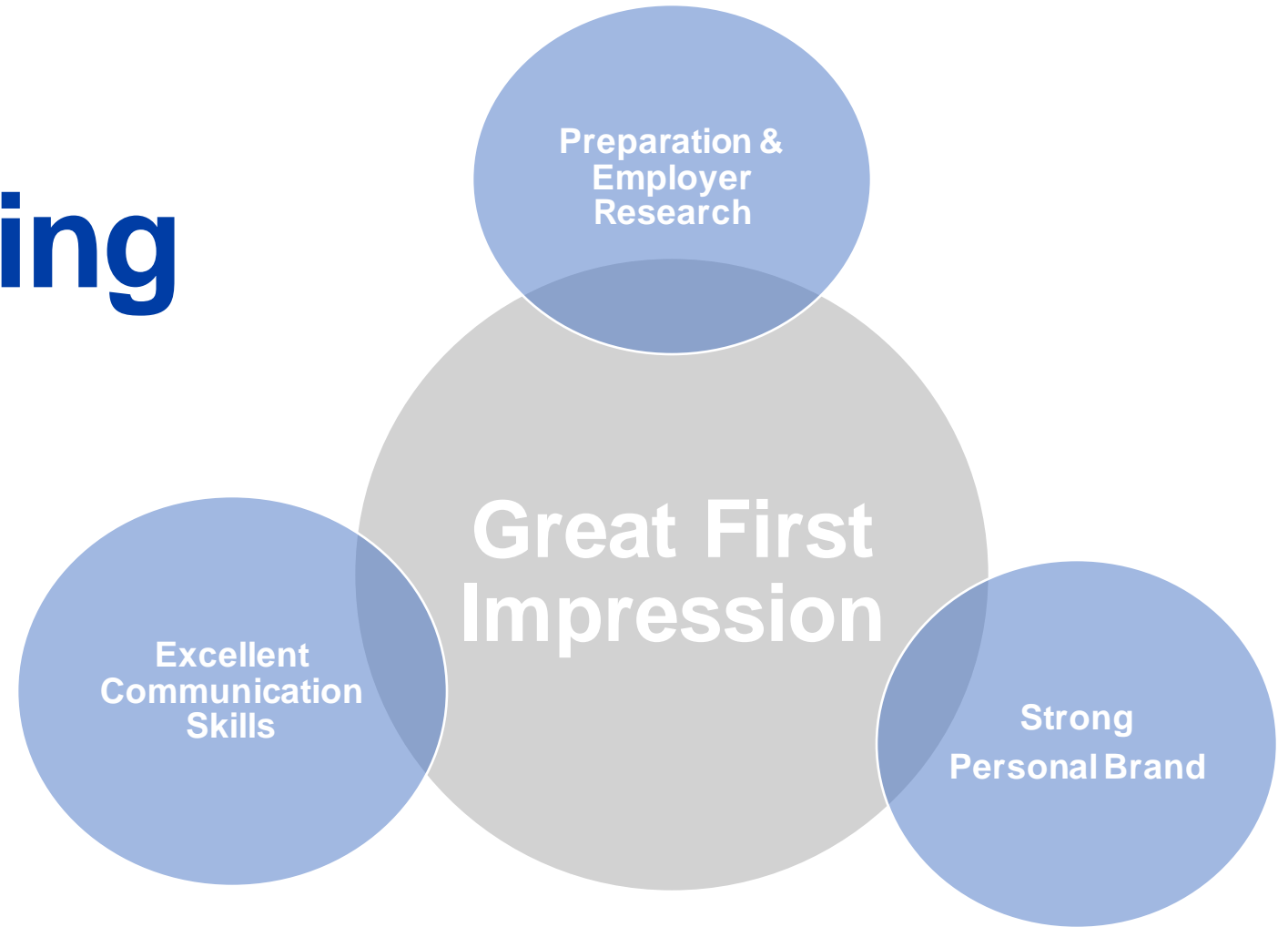
### **What advice do you have for students?**

- Make eye contact and show confidence
- Improve their elevator pitch
- Be willing to share their accomplishments and goals
- Research what employers and positions they are interested in
- Have more specific questions prepared
- Present themselves professionally
- Know their passion and their short-term career goals



# Making a Great First Impression

# Keys to Making a Great First Impression



# Preparation & Employer Research

**Learn who is attending ahead of time and research companies of interest.**

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The Career Center – UCR Handshake  
(careers.ucr.edu)

Research allows you to determine appropriate employers to approach at a job fair.

You will be better prepared to have a meaningful conversation with the employer and maximize your chances of creating a positive impression!

**Focus your company research on the following areas: company background/history, products/services, size, location, and latest news/events.**

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Minimally, explore the organization's web page. Your research should allow you to ask engaging questions.

**Example:**

*"....I know that Target is very community-service focused and has many causes that you support. I am also active in my community and on-campus. Can you tell me about how Target supports employees in this area?"*



# Excellent Communication Skills



## Initiate the Conversation with Employers

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After selecting employers to contact at the career fair, prepare an elevator pitch summarizing your experience, skills, and interests. This will create a smooth start to your conversation.

Include the following information:

- Name
- Class level
- Major
- Opportunities you are seeking
- Relevant experience
- Highlights of skills and strengths
- Knowledge of the company

# Sample Elevator Pitch

"Hello! My name is Sam.

I'm working on my Bachelors in Business Administration. I have a great passion for marketing specifically. Last summer I had an internship with a small start up company where I had the opportunity to work on their social media branding. I gained a lot of great skills from this internship and I am looking forward to applying what I have learned in a career position. I noticed on your company's website that you do a lot of work in \_\_\_\_\_ and I was interested in learning more about that aspect of your business."



# Activity

**Briefly prepare your Elevator Pitch and practice with your neighbor.**

- Each person will get a turn.
- Be sure to give feedback to your partner.

# Excellent Communication Skills



## Show Interest by Asking Good Questions

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- What kinds of skills and experience do you look for in the employees you hire?
- What are the characteristics of your most successful employees?
- Are graduate degrees important to advancing within your organization? Which ones?
- Which courses or experiences do you suggest to be a successful candidate?
- What kind of entry-level positions (or internships) exist within your organization?
- Does your company hire on a continual basis or just at certain times of the year?
- How long does the hiring process take? What does it consist of?
- What percent of applicants are eventually hired? What is the retention rate?

# Excellent Communication Skills



## Follow up within 24 hours after the Fair.

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- Send a thank you note or e-mail to each recruiter with whom you met.
- Apply online to their open position on Handshake or their website.
- Express your appreciation for the time and advice offered, let the recruiter know that you have completed anything he or she has asked you to do and reiterate your interest in the company.

# Strong Personal Brand



## Demonstrate confidence by dressing to impress

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- Consider the industries you are interested in to determine if Business Casual or Business Professional would be more appropriate.
  - *Ex. Finance – Professional vs. Operations – Business Casual*



## TIP: Utilize the R'Professional Career Closet for Free Professional Attire

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Every quarter, students are able to select up to 3 professional attire items (or an outfit) from the R'Professional Career Closet. The Career Closet is located in the Bear's Den (HUB 105).

To view open hours, visit our website: <https://careers.ucr.edu/rprofessional-career-closet>



**Business Casual**

**Professional**

# Strong Personal Brand

## Perfect the Handshake.

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Use your right hand, make eye contact, smile and be enthusiastic.

Use a strong grip with 3-4 shakes for 2-3 seconds.

## Consider your Online Presence.

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Employers often utilize online platforms such as LinkedIn and Handshake to source their candidates before and after the Fair. Update your profile and personalize it to align with your career goals and personal brand.

## Update your Professional Headshot.

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The Career Center has recently opened the R'Professional Photo Booth which allows you to take a professional headshot during our drop-in hours, no appointment required.

Images can be downloaded and emailed to your personal device.

To learn more, visit:  
<https://careers.ucr.edu/rprofessional-photo-booth>



# Making a Game Plan



# Create a Career Fair Game Plan

## Tips to Consider:

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- Create a “game plan” to target your top companies.
- Avoid starting with your top companies.
- Use other organizations to practice and get comfortable with the process.
- In determining companies of interest, be open-minded. Do not solely concentrate on “big names” or large organizations. There are often great opportunities with companies with which you are not familiar.
- Be prepared that you might actually get interviewed on-the-spot or be invited to sign up for next day interviews. Some employers are very eager to secure their top candidates.



**BONUS TIP:** *If you see a company that you really want to work for, but they are not hiring for your field or area of interest, approach the recruiter and ask: “Who should I contact in your company for a position in my field (ie. Computer programming)? Get their name and phone number to follow up if they forward your resume to another department in the company.*

# Career Fair Checklist



## Things to Remember

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- Get your resume reviewed in advance of the Fair.
- Print multiple copies of your resume.
- Upload your resume to your Handshake profile under “My Documents” as employers will be able to view them digitally if you scan their Employer Booth QR code.
- Bring a notepad and pen to take notes
- Bring a folder or portfolio to collect any materials from the Fair
- Consolidate your belongings as there will not be a place to leave your items once inside the event.



# Utilize Career Resources

## Counseling Appointments

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Sign up for an in-depth session with a professional career counselor that can be made any time during our regular office hours. You must request an appointment via UCR Handshake. Go to the Career Center tab to request an appointment. We cannot make appointments via email.

## Interview Critique/ Practice Appointments

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Sign up for an 1-hour long session that can be scheduled to practice interviewing with a career counselor and receive feedback to prepare for an upcoming interview. There is also a Mock Interview tool in Handshake called StandOut under the tab marked Resources.

## Drop-In Advising

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Drop-in to the Career Center for 10-minute sessions. You can sign up for any of the available 10-minute slots. You must request an appointment via UCR Handshake. Go to the Career Center tab to request an appointment. Only 1 drop-in appointment permitted per day.

## 24/7 Virtual Career Center

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Utilize our online resource hub with various handouts and recordings to address your career questions. Take advantage of sample resume templates, career plans by school year, and more!

An aerial photograph of the University of California, Riverside campus at dusk. The image is overlaid with a semi-transparent blue filter. In the center, the word "Questions?" is written in a large, white, sans-serif font. A small yellow arrow points from the top of the word towards the top of a tall, cylindrical tower structure in the background. The background shows various campus buildings, trees, and distant mountains under a twilight sky.

Questions?

*connect with us!*

 **INSTAGRAM**

@UCRCAREERCENTER



**CONNECT**

**INSPIRE**

**EMPOWER**



# Career Center

