

Career Fair Tip Sheet

Why Attend a Career Fair:

- To learn about a company or organization
- To find a job or internship
- To network
- To practice presenting yourself professionally
- To increase your chances of getting an interview

Preparing for a Career Fair:

- Review the list of employers and descriptions on Handshake or the Career Fair App
- Check the employer's website
- Ask yourself, "What interests me about this employer?" and "What skills do I have that match some of their open positions?"
- Write down some notes/questions about each employer that interests you
- Prepare resumes for the career fair (have your resume reviewed beforehand if possible)

What to Expect When You Arrive at the Career Fair:

- Bring your ID card
- Get the lay of the land – where is everything located
- Fill out a Name Tag
- There may be lines for certain employers – be patient
- Many of the representatives at the Career Fair are UW-Madison alumni

At the Career Fair:

- Practice at a company that is not your #1 company
- Introduce yourself by giving your name, year in school and major, and give a firm handshake (but not too firm) and make eye contact with the representative
- Smile and be enthusiastic
- Use your elevator pitch
 - Name, why you are interested in the company, a little bit about your background, and what may interest you – you can then ask one of the questions below to start the conversation
 - Example: "Hi, my name is Katie Smith and I'm a senior in the School of Journalism and Mass Communication and also studying Communication Arts and Digital Studies. I'm really interested in working in social media and am currently the social media chair for the Ad Club. I see you have an internship in social media, can you tell me a little bit about your application process?"
- Be somewhat knowledgeable about the company
- Ask additional questions such as:
 - What makes a person a good fit for your company?
 - What skills and background are you looking for in an applicant?
 - Are you an alum from here?
 - What is your application process?
 - What is a day like in this position?
 - What is a typical career path for someone starting out?
- After a few minutes, wrap up your time with them – ask if they have a business card, see if they want you to leave a resume and thank them for speaking with you.
- Be mindful that others may be waiting to speak to the recruiter

What to Wear:

- Women:
 - A suit (skirt/jacket or slacks/jacket), if you have one
 - Dress slacks and blouse
 - Comfortable shoes – no flip flops or very high heels
 - Short skirts and low cut tops are not appropriate – don't dress like you are going out to a club on a Saturday night
 - Limited or no perfume/cologne
- Men:
 - A suit if you have one
 - Dress slacks or khakis
 - Button down shirt (ironed!) and tie
 - Dress shoes (no sneakers or sandals)
 - Limited or no perfume/cologne

After the Event:

- Send a brief email within 24-48 hours after the career fair and reference UW-Madison (recruiters go to multiple career fairs)
- Include any key points that may make you stand out
- Try to connect with the person on LinkedIn
- Follow through if there is something else you need to do (such as include a resume or apply online)