



# SouthHills

School of Business & Technology



TEACHING PEOPLE, CHANGING LIVES SINCE 1970

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## Tips for Making the Most of a Job Fair

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Participants are strongly encouraged to research prospective employers prior to the day of the Job Fair. Employers note that students who take the time to research their organization are much more attractive candidates. There are many avenues to research employers.

- Career Services (at the State College campus) holds files for many area employers. Stop by and review them.
- There are many great web sites that provide company profiles, such as: Career Mosaic Employers, Employer Profiles by Job Web, Hoovers Company Search and Monster.com-Research Companies

At the Job Fair:

1. **Dress appropriately.** Because candidates will (usually) meet with actual recruiters at job fairs, participants should dress as for any interview. If you have any questions about what constitutes appropriate attire, please contact Career Services for advice.
2. **Introduce yourself** to the company's representatives and provide them with a copy of your resume. Give the employer a brief description of your background and areas of interest. This is your opportunity to ask questions about career options, to highlight your qualifications and to express your enthusiasm for the company. Be sure to:
  - a. Demonstrate your knowledge of the organization
  - b. Express why you are interested in this particular company
  - c. Relate your background to the organization's needs
3. **Ask questions.** Possible questions for employers include: future goals of the organization, specific skills required, outlook for new hires. You will only have a few minutes to talk with each employer, so make each question count.
4. **Express your appreciation** to the employer for taking the time to talk with you. Gather whatever material is available from the employer such as applications, business cards, literature, etc.
5. **Keep track of the contacts you make** so you can follow-up efficiently by sending a thank you letter to those employers you have identified as suited to your background or areas of interest.
6. **Be realistic** in your expectations. The primary purpose of the fair is to make initial contacts with employers and to generate individual interviews.