Working the Career Fair
or
How to Get 10 Gallons Into A 5 Gallon Bucket

Greg Bennett
Practice Director
The Mergis Group
Your mission, should you choose to accept it...

Get A Job!

- This is NOT “Mission Impossible”
- Be a Good Scout – Be Prepared
- Build a Killer Resume
- Make a Good First Impression
- Work the Room
- The Drive-By Interview
- Follow Through
  - Hot tips, interviewing & motivation
This is NOT
“Mission Impossible”

- Relatively painless
  - You might get a bit queasy
  - Your feet may hurt by the time it’s over
  - But... it’s just a career we’re talking about
  - So don’t sweat it... much

- There is a light at the end of the tunnel
  - But... is that a train coming in the other way?
Build a Killer Resume

- Make it an e-resume
  - Email address hot link
  - Top 1/3 is what they see
  - Fancy paper is useless – nobody wants snail mail
- SELL the one product you love – YOU!
  - Accomplishments
  - Skills
- Make a “drive-by” with bullets
- Put the non-selling info at the bottom
Be a Good Scout
Be Prepared

- Research the companies attending
- Develop your “Elevator Pitch”
- Map out the fair ahead of time
- Organize your notes and data
- Business cards… possible DVD?
- Plan your attire and lay it out
  - Dress to impress not alarm
  - Lose the scent, the gum & the baggage
Be a Good Scout
Be Prepared

- Research the companies attending
- Develop your “Elevator Pitch”
- Map out the fair ahead of time
- Organize your notes and data
- Business cards… possible DVD?
- Plan your attire and lay it out
  - Dress to impress not alarm
  - Lose the scent, the gum & the baggage
Make a Good First Impression

- Smile, shake hands & introduce yourself
- Ask well thought out questions
- Focus on what you can offer
- Ask, then take notes
- Leave your resume
- Take what they offer… don’t grab
- Get their business cards
- Thank them and move on
Work the Room

- Talk but remember to listen
- Observe and learn
- Take breaks to stay fresh and alert
- Appreciate that they are tired too
- This is WORK for you AND them
- Don’t turn this into a social outing
- This is the time to be a loner
  - Don’t do the gang thing
The Drive-By Interview

- Practice a 30-60 second commercial
- Career fairs are trade shows
  - YOU are the product for sale
- Work the show alone not in a pack
- Don’t get distracted by cruisers
- Commercials don’t sell…
  - They create opportunities to sell
Follow Through

- Take notes & organize them
- Follow up on promises
- Send thank you notes
- Be patient and follow up with them
- Ask for next steps
- Don’t lose hope or patience…
  - You’ll need them both
Hot Tips

- Ditch “privacy manager” on your phone
- Can the cute message from your kids
- Don’t answer the phone if not alert
- Set appointments for call-backs
- Keep good records of where you’ve sent
- Fire anyone who isn’t helping you – move on!
  - People who don’t return calls
  - Companies who are unresponsive
Got the interview – now what?

*Telephone interviews*

- Remember – it’s the FIRST IMPRESSION
  - Make it good or there will be no next one
- NO
  - Cell phones
  - Speaker phones
  - Interruptions
  - Background noise
- Prepare and focus – do your homework
- Even if the first interview is with a recruiter!
Got the interview - now what?

*Face-to-Face interviews*

- Dress for success… not the golf course!
  - Casual is for after you get the gig!
- Prepare and focus – do your homework
- Relax and be yourself
- Answer questions succinctly & clearly
- Remember… you’re selling YOU
- “Close” for the next step – get a commitment
- Send “Thank You” note the same day
How do I stay motivated?

- Make career search a career
  - It’s a full-time job when you don’t have one
- Focus on the end-zone not each play
- Celebrate the small victories
  - Telephone interview
  - Face-to-Face interview
- Remember you’re a “person” not a job
- Have fun!
Working the Career Fair
or
How to Get 10 Gallons Into A 5 Gallon Bucket

Greg Bennett
Practice Director
The Mergis Group