TIPS FOR JOB FAIR SUCCESS

BEFORE THE FAIR

Dress to Impress –
- Buy a suit. Be sure that you have comfortable dress shoes and everything is clean and pressed. Conservative is best– black, gray, navy, brown/tan and a basic solid shirt and tie for guys and solid or subtle print for women.
- Go easy on the smells-Avoid too much perfume or cologne.
- Jewelry should be limited and conservative.
- Invest in a professional portfolio to carry your resumes, memo pad and at least 2 working pens.

Be Prepared –
- Know your career objective and what you have accomplished that supports that career objective.
- Develop a strong resume that is error-free, concise and easy to read. Plan on having double the number of copies you think you will need – you will always find more companies that you want to leave a copy with for their review.
- Be sure that the copies are on quality resume paper (not copy paper).
- Obtain a list of the attending organizations before the job fair – see http://career.utk.edu or your Hire-A-Vol Account for the list and their requested majors.
- Build your “Top 10 List” and “Second 10 List” based on the time you have to spend at the job fair.
- DO YOUR RESEARCH on your “Top 10” and develop your 30-second commercial about yourself, along with 2-3 individualized questions for each organization. This can start out the same for each organization, but should then focus on personalizing for each organization or position.
  - **Nothing impresses an employer less than a student who asks “So what do you do?”** Be one of the few students who know something about the organization.
- PRACTICE, PRACTICE, PRACTICE! But don’t become robotic – be sincere and confident and show your enthusiasm.

DURING THE FAIR
- Visit the restroom and do a final check before you enter the fair. Pop a breath mint, check your appearance, get a drink of water and take a moment to review your notes from your research.
- Try to get a map of the organizations at the fair and locate your “Top 10”. Plan how you will proceed to maximize your time.
- If you have a backpack, try to find a place to leave it along with your coat or jacket.
- Don’t start with an organization that really matters. Choose an organization that is lower on your list or one that you identify as something that might be interesting, but you did not put on your targeted list.
- Focus on what you can offer the organizations at each visit – not what they can do for you.
- Get a business card or obtain contact information from each of the organizations you speak with at the job fairs. This will be used for all follow-up after the fair.
- Thank the representative for coming to the job fair – helps you stand out and the organization feels that they made a good choice to choose UT as a recruiting opportunity.

AFTER THE JOB FAIR
- Follow-up on your promises.
- Send thank you e-mails or notes – written letters are usually stronger. Thank you e-mails or notes should be sent within 24 – 48 hours after any contact occurs.