Fall 2021
Career Fair Success
Session Overview

Overall Career Fair Strategy/Success
- Success at September 9th Virtual Fair
- Success at the September 13th & 14th In-person events and fair
Overall Career Fair

Strategy/Success Factors
Ensure your resume is up-to-date and free of errors
  - If you need to work on it watch this video and visit the Center for Career Development’s online resume resources
  - Have friends/family review it for grammar, spelling, and consistency of format
  - For a final check, attend a 15-minute virtual drop-in resume review with a counselor or peer advisor
Visit careerfair.nd.edu to understand the scope of all the opportunities available to you during the Career Fair Weeks
Dress for the virtual and in-person events is business casual
For the virtual fair - test your technology, determine your quiet location and a background to your location that is clean and clear of clutter
For the in-person fair and events - plan your time and approach
Some reasons may be:

- **First-Year**: I’m hoping to learn what skill sets and experiences employers look for in prospective students for my sophomore or junior year recruiting.
- **Sophomore**: I’m studying abroad next year, so I’m going to start connecting with employers now.
- **Junior**: I hope to identify possible summer internships.
- **Senior/Alum**: I’m looking to gain an opportunity in my field and hope to meet recruiters from three organizations I’m interested in.
- **Grad Student**: I’m looking to develop and refine my networking skills.
STRATEGY

DO YOUR RESEARCH

- Who do you want to talk to?
  - Create your **A List** -- 3-5 organizations of supreme interest
  - Create your **B List** -- 3-5 organizations of secondary interest
- When possible, practice with your B List organizations first
- Research each organization and open positions
  - Handshake profile and posting
  - Organization’s website
  - Linkedin/Social Media
  - Recent articles/news sources
  - Tips on researching organizations and informational interviewing
- Print out information on each organization, add notes, and have available to review prior to your discussion
- Develop informed, insightful questions for each organization to demonstrate your interest
- If there are open jobs you plan to apply to, determine best approach - apply before the fair (initiative, in early, rolling reviews) or after you’ve met with someone at the fair (insight from the recruiter and able to reference meeting the recruiter in a cover letter, learned about items to specify on resume, a later deadline)
Personal Introduction

- Develop your introductory statement - but be nimble so it doesn’t sound rote
- Know why you are interested in the organization, what their opportunities are, why you would be a fit
- Demonstrate knowledge about the organization and why you want to work there

Hello, I’m _______. I’m a class year majoring in major. Organization name is demonstrate knowledge of company, I’m interested because explain why you want to work there. Could you tell me more about, now pose your questions while demonstrating your research.
Develop informed, insightful questions for each organization to demonstrate your interest. Once you ask that first question the conversation will flow!

What might be some good questions to ask?

- For a first year- I read about your Media Engagement Internship with the International Food Policy Research Institute and thought that sounded like the type of position I would love to experience. I am a first year student planning to double major in Political Science and English. Utilizing my love for writing and supporting the common good, I thought this would be a role I could excel in while supporting your mission. Can you tell me what experiences you would want to see me have in order to consider me for this role when I’m a Sophomore or Junior?
- In your job posting, I read about your summer research projects that student interns engage in. Can you tell me you determine which interns receive which project?
- I’m very interested in the Consulting Associate full-time position, especially the statement “While other consulting firms may confine you to specific job roles, Beghou Consulting allows you to develop a wide range of skills across many practice areas, giving you a greater understanding of the life sciences and consulting industries. Can you elaborate a little more on what that looks like?
- I was so excited to see your posting for the Environmental Justice Program Coordinator, it is a role that fits exactly what I am looking for and have learned a lot about in my coursework and through internship last summer. I believe I truly can contribute to the many tasks and responsibilities of the role. One question I had is, it mentions 50% travel within New York, can you share a little more about what I would be doing visiting other locations?
- I love the mission of Y STEM and Chess! The graphic designer role is exactly what I am looking for, using my talent for good. The job posting mentions the use of design and photo editing software, do you have a specific software you use and are seeking expertise in?
● Personal introductions
  ○ Let’s watch an introduction in the front of the group

● Now take 5 minutes and write a personal introduction for an organization you might want to approach at one of the fairs
  ○ This tool could help. Shortened bit.ly link: bit.ly/3jt96p3
  ○ This section of our website provides more food for thought

● Now turn to a neighbor. We will each take turns one time to be the recruiter and the other to be themselves! The person who came the farthest to ND will go first as the student. Tell the recruiter what organization you want them to pretend to be. After the first practice, switch roles.

● As a group, let’s discuss the challenges, hiccups, stumbling blocks you ran into
Success at the September 9th Virtual Fair via Handshake
The virtual fair is held via Handshake.
You must first register for the fair in order to sign up for 1:1 or Group sessions.
To sign up for 1:1 or Group sessions, your profile privacy must be set to COMMUNITY.
Review which employers are attending the fair and follow employers of interest:
  ○ Go to the main registration page for the fair and scroll down to "Show All Employers"
  ○ Receive notification when sessions go live, are added, and/or updated
  ○ Receive notification of job postings
You can continue signing up for sessions until the start time of the event.
If you can’t get into a 1:1; sign up for a group session, if offered.
Employers have the option to remove qualifications 48 hours before the fair, so check back on 1:1 sessions you may not have qualified for initially.
If you need to work on your resume, watch this short video for tips.
For tips on virtual interviewing watch this short video.
Multiple opportunities are available for 15-minute virtual drop-in resume reviews before the fairs. See careerfair.nd.edu for more details, or log into Handshake and search on the Events tab.
Make the TECHNOLOGY work for you

- Test your camera and audio - know how to turn them back on in case they get turned off
- During the fair, there will be a Zoom room staffed by the CCD to address any technical issues students encounter - find it on the careerfair.nd.edu page
- Ensure a strong internet connection
- Chrome works best
- You may want to use headphones if you cannot attend from a private, quiet location
- Technology tips can be found at: https://support.joinhandshake.com/hc/en-us/articles/360051037914
Employers are able to host two types of sessions to interact with students:

- **Group Sessions:**
  - 30 minutes each
  - Multiple students can attend
  - You'll be able to sign up for group sessions even after they have started
  - You can “raise your hand” and be able to ask a question
  - If you leave a group session in progress, you **will not** be able to join another group session during that time

- **1:1 Sessions:**
  - 10 minutes each
  - Discussion between one student and one employer representative
  - Your individual time with a recruiter, but no standing in line like you would at an in-person fair!

Check back often, employers may add more sessions! When you leave a session, you will automatically land on your schedule page, where you can click on your next session.
DURING THE FAIR

- **Show up** a minute or two early for the sessions (1:1 and Group) you have signed-up for
  - No shows will be considered a violation of our Ethical Job Search Policy
- Stay conscious of your body language, keep yourself in \( \frac{1}{3} \) of the screen
- Have a clean background (Handshake doesn’t offer virtual background options)
- Look into the camera, not at the screen
- Take notes, including contact information
- Students can share their screen, if employers request to look at your resume
- During the Fair, there will be a Zoom room staffed by the CCD to address any technical issues students encounter
Success at the In-person Events and All-Colleges In-person Fair
IN-PERSON EVENTS

• Review the listing of In-person events that can be found at
  • careerfair.nd.edu and
  • Handshake under the Events/Career Fair tab
• Monday’s events are in multiple locations - make sure and check where you are going
• Tuesday’s in-person fair will be held in the football stadium concourse. You will make a name tag upon entering. You will enter at the general student entrance gates.
• Bring copies of your resume to share - ask employers if they are accepting resumes there or just on-line
• Employers may be conducting interviews on different days the week of Sept 13. Watch for emails and respond immediately! General behavioral interview preparation can be done using Big Interview and our Interview section of the website.
• To shake hands or not? You can certainly initiate the movement. There will be hand sanitizer available.
  • handshake
  • fist bump
  • head nod
  • elbow bump
1. Ensure your Handshake profile is up-to-date
2. Finalize your resume, upload it, and set your privacy to “Community”
3. Register for the virtual fair and any of the in-person fair events you wish to attend
4. For the virtual fair select organizations that interest you and sign-up for 1:1’s and/or group sessions and ensure your technology is working properly
5. For all events research the organizations, plan your introduction and questions
6. Remember to follow-up after the conversation with a short thank you email. The goal is to jog the recruiter’s memory about talking with you and state your plan of action: apply, stay in touch, etc.
Now let’s answer the submitted questions and any additional ones you may have
Watch for ongoing emails from the Center for Career Development updating information on Fall Career Fair Weeks

ND’s Handshake Career Fair page

Center for Career Development Virtual Career Fair registration video

Handshake’s Tips for Success at Virtual Career Fairs

Handshake’s Guide to Attending a Virtual Career Fair

Handshake’s Webinar: Get the Most out of a Virtual Career Fair