8 Ways to Prepare for Career Fair Success

1. **Research Companies:** Determine which employers will be attending via Handshake. Learn more on company websites, Handshake and LinkedIn profiles.

2. **Connect Before Attending:** On Handshake and LinkedIn, ask current students and alumni who have worked at target companies about their experiences. Express interest with recruiters on Handshake.

3. **Create and Practice Your Elevator Pitch:** Compose a 30-second introduction that describes who you are, what you want to do, why the company interests you, and how your skills bring value.

4. **Prepare Questions for Recruiters:** Demonstrate interest and engagement by asking about company culture, career growth opportunities, or recent news about the company.

5. **Develop Your Strategy:** Plan how you want to engage with target companies. Practice your approach with lower priority companies before speaking with those at the top of your list.

6. **Dress for Success:** Feel confident and energized by wearing business professional attire (pantsuit, skirt suit, or suit and tie). Your attire is a critical component of your personal brand!

7. **Rest Up:** A good night’s sleep will reinforce all your practice and preparation, and ensure that you are refreshed, focused, and ready to go.

8. **Know Your Follow-up Plan:** Collect business cards and track people and companies with whom you connect. Send personalized follow-up emails within a few days to reiterate your gratitude and interest.

Learn more about how the Office of Career Success can support your career journey: [iconnect.isenberg.umass.edu/channels/network-and-build-relationships](http://iconnect.isenberg.umass.edu/channels/network-and-build-relationships)