

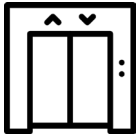
8 Ways to Prepare for Career Fair Success



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.



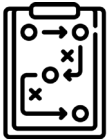
3. Create and Practice Your Elevator Pitch:

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.



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iconnect.isenberg.umass.edu/channels/network-and-build-relationships