



Job Seeker Tips for Career Fair Success – Part 2

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A career fair is an excellent opportunity to meet recruiters, learn more about companies, and network with other individuals looking for jobs. Professionals looking for opportunities of \$50,000 / year and up should attend 2 professional networking opportunities per week and at least 1 personal networking opportunity per week. A career fair is a great professional networking opportunity. When worked correctly, a career fair can be a valuable source of information that can lead to landing your dream job. Read the five tips for Job Seeker Career Fair Success and look online for a career fair near you. Good luck!

1: Go Alone. I know several people reading this article just screamed "NO," but this is important. You can't bring your friends and family along to the job for moral support, so why should you bring them to a career fair? Statistics say 80% of jobs are found through networking, a career fair is networking, so there is a good chance you can find the job opportunity you are looking for at one of these events. Bringing your spouse or friend along makes you seem insecure and nobody wants to hire an insecure person. If you do bring a friend, pick a time to meet outside the event hall and go booth to booth alone.

2: The free stuff dilemma. Most companies have free promotional products they give away at all events. Remember the goal is to obtain employment, talk to recruiters, and make a good impression. You can't do that if you have 50 flyers in your hands, and 10 free promotional products from other booths. If you are planning to collect free stuff while you are there, bring a bag with you to keep the items you pick up in. This way your hands are free to shake hands, and your mind is focused on the task at hand... finding job opportunities, not juggling all the promotional stuff. If you forget to bring a bag you have two choices 1.) look around at other attendees and see if they have bags, then look for the vendor with the free promotional bag. Go to that booth ask for a bag and then go back to the plan of how to work the room discussed in Part 1. 2.) Don't take the free stuff, simply say, "this stuff is great, but I have plenty. Thank you."

3: Children. A career fair is really not a good place to bring your kids. Try and make alternate arrangements for child care. It is very boring for a child to be at a career fair and if they start to misbehave it could jeopardize your chance to land your dream job. Most career fair event managers will not allow children, so you really need to make arrangements before hand.

4: Watch what you say. From the minute you get in your car to go to the event, to the minute you pull out of the parking lot you are on a job interview you need to remember this, and act accordingly. Be sure you act professional, use professional language and body gestures and do not speak negatively about other job opportunities, the event, or other candidates. I have seen people run into a friend and in front of a company's booth loudly say "there is nothing good here." Then I watch them come to my booth and tell me how great they are and why they should be part of my team. I have seen women in the restroom, answer their cell phones, scream at their children, speak in a terrible form of slang, use profanity and then try to act professional when they come out. You never know who is watching and if you act professionally from the time you get into your car you won't have to worry if you left a bad impression.

#5: Be honest. Now a days, companies use background checks for everything on your resume. When at an event and you are asked if you have a degree or about your skills be honest. It might not disqualify you. Employers expect to provide some types of training when an individual is hired. If you exaggerate your experience and/ or your skills/education, and then you can't perform you will most likely be let go in 90 days. If you tell the truth, the employer can provide training, get you up to speed and you can be with the company as long as you like. If a recruiter asks, if you have a certain skill and you don't, you can always express your desire to learn the skill, you can ask if that is a requirement for the job, or you can point out a complimentary skill you currently posses that will help with the position. Be quick on your feet and just because you don't have the skill doesn't mean you should lie.... be honest.

LaSalle Computer Learning Center students have career coaching included in there Tampa, Florida IT Certification Training Programs. If you are a LaSalle student and would like to discuss specific questions about career fair success please contact your training consultant. For more information visit www.lasallecomputer.com

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