

Training Handout

The Keys to **Job Fair Success**

Goals for Attending the Fair: Shortcut to the Interview

- _____ Opportunity to meet new people to add to your network of contacts.
- _____ Opportunity to meet with recruiters looking to hire within a specific region.
- _____ Opportunity to meet with recruiters who can forward your contact information.
- _____ Opportunity to gain valuable experience in navigating a job fair for a later time.
- _____ Opportunity to bypass some job search red tape.

Job Fair Preparation

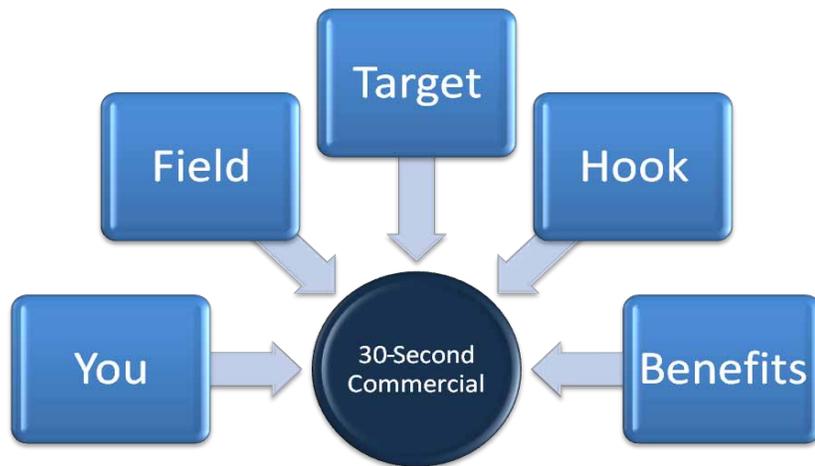
1. Preregister for the fair

2. Identify and research — prospective employers

3. Map out a strategy

4. Engage employers (see next page — 30-Second Commercial)

5. Organize supplies: attire, resumes, master application and other materials



30-Second Commercial: The Swiss Army Knife of Job Tools

Component	Questions to Answer	Your Response
You	What is your name?	
Field	What is your industry? What is your intended industry?	
Target Audience	What is your target market? What is your niche?	
Hook	What is unique about you? What makes you different from your competition? What makes you memorable?	

Benefits	What benefits can you provide to a company?	
<i>Save time</i>		
<i>Make money</i>	What results can you achieve?	
<i>Find wellness</i>		
<i>Less stress</i>	What makes it in the best interest of a company to hire you?	
<i>Find a home</i>		
<i>More support</i>		
<i>More control</i>		
<i>Have freedom</i>		
<i>Be beautiful</i>		
<i>Build wealth</i>		
<i>Find solutions</i>		
<i>Avoid pain</i>		

“Sample Hook Statements”

[Customer-service representative] *I am a customer-satisfaction representative who calls customers to ensure they’re satisfied.*

[Consultant] *I partner with companies that need to find talented people to help their business grow and become more profitable.*

[Home-based cosmetics] *I help women look beautiful.*

[Financial planner] *I help people maximize their financial investments so they achieve their personal income and retirement goals.*

[Child-care provider] *I provide a safe environment for children to learn and grow.*

[Navy technician] *I ensure that we have all the proper replacement parts so we can carry less inventory but still can make essential repairs while the ship is underway.*

[Teacher] *I help students with learning challenges become more successful at school.*

“Sample Benefit Statments”

[Customer-Service Representative] *I am a customer-satisfaction representative who calls customers to ensure they’re satisfied. “Yes” is my favorite word. I do whatever it takes to ensure that we maintain 100 percent satisfaction among all our customers.*

[Consultant] *I partner with companies that need to find talented people to help their business grow and become more profitable. My clients have reported up to a 40 percent reduction in employee*

turnover when they use my services.

[Home-based cosmetics] *I help women look beautiful. I turned a hobby into my own business that started generating a profit my first month.*

[Financial planner] *I help people maximize their financial investments so they achieve their personal income and retirement goals.*

[Child-care provider] *I provide a safe environment for children to learn and grow. All of our children have a successful transition into kindergarten.*

[Navy technician] *I ensure that we have all the proper replacement parts so we can carry less inventory but still make essential repairs while the ship is underway. Last year, I saved the Navy over \$300,000 in repairs.*

[Special-education teacher] *I help students with learning challenges become more successful at school. For example, I've helped a student to develop greater reading comprehension skills, take better notes in class, and have less test anxiety.*

“Sample Power Questions”

[Customer-service representative] *How are your customer-satisfaction ratings?*

[Consultant] *What is the biggest challenge within your organization? Tell me about your customers—what is most important to them?*

[Home-based cosmetics] *Are you interested in looking younger?*

[Financial planner] *Are your clients reaching their retirement goals?*

[Child-care provider] *What is the most important thing your center believes about child care?*

[Navy technician] *How much money do you spend on repairs?*

[Special-education teacher] *What are some of the critical needs you see among students in this school district?*

Enter your 30-Second Commercial here

Power Questions

Power Questions	My Questions
What do you look for ...?	
What have you found ...?	
What has been your experience ...?	
How do you propose ...?	
How have you successfully used ...?	
How do you determine ...?	
Why is that a deciding factor ...?	
What makes you choose ...?	
What is one thing you would improve ...?	
Are there other factors ...?	
What does your competitor do about ...?	
How do your customers react to ...?	
How are you currently ...?	
What are you doing to keep ...?	
How often do you contact ...?	
What are you doing to ensure ...?	

Participating in a Job Fair

_____ Hit employers while they (and you) are still fresh.

_____ Check for last-minute cancellations and additions.

_____ Use your 30-Second Commercial, smile, firm handshake and good eye contact.

_____ Meet employers and other job seekers.

_____ Send a thank you note or other communication to employers of interest.

Job Fair Resources

1. _____
2. _____
3. _____
4. _____

Online Resources

National Career Fair database	www.nationalcareerfairs.com
Career Fair database	www.careerfairs.com
Jobstar (job fair tips)	www.jobstar.org/social/resource/fairs/fairtips.php
CareerBuilder	www.careerbuilder.com/JobSeeker/CareerFairs
TechExpoUSA (Expo database)	www.techexpousa.com
JobExpo (Exposition database)	www.jobexpo.com
Quintessential Career (education)	www.quintcareers.com
