



HOW TO SUCCEED AT AN EMPLOYMENT FAIR

Over the years, our staff has attended many employment fairs and gathered countless lessons for job seekers. We discuss many of these lessons, both positive and negative, during our workshops to ensure participants are ready to maximize these unique job hunting opportunities. In this month's newsletter, we share an insight that's common among participants and a major detractor to success. The concept that job seekers must understand is that employment fairs are interviews. Let me repeat this simply yet important concept, employment fairs are interviews and should be treated as such. To some, this concept seems obvious. However, many of today's job seekers approach employment fairs as just another opportunity to meet with companies, conduct introductions and distribute resumes. Unfortunately, this isn't how

the process works. For starters, candidates attend in casual attire, speak with only a handful or recruiters, present themselves in a lackluster manner and depart thinking their resumes will be reviewed later and they'll be contacted for an interview. Stop wasting everyone's time! Dress-up, talk with everyone you can, bring the correct materials and do your homework beforehand. Anything less is a waste of everyone's time. Why go to the trouble of attending if you're not willing to invest



a bit of time preparing and looking the part? Employment fair preparation is one of our specialties and we're confident you'll see these in a much different light after our workshop. Let us help you prepare for success!



BEING PROFESSIONAL AT AN EMPLOYMENT FAIR

During this month's newsletter, we elected to continue our discussion regarding employment fairs and provide additional observations to help increase your chances for success. Some job seekers have the erroneous idea that casual dress is acceptable and recruiters are only there to gather resumes which will be reviewed afterwards. In this situation, the candidate's main purpose is to circulate their resume. As a result, these individuals often under-dress, provide suboptimal responses to questions and behave in a manner that implies they are not taking the situation seriously or don't understand the true purpose of the employment fair. A recent example comes from an employment fair where a large number of regional and Fortune 500 companies attended. Unfortunately, I witnessed job seekers in t-shirts, tank tops, shorts, and sandals. When I stood back and watched, I noticed that recruiters tended to spend less time with these individuals, the questions were less challenging and there were fewer questions asked. It almost seemed like they just didn't want to talk with these individuals. Next, I observed how some of the male candidates approached a booth with attractive female recruiters. In some cases, it appeared as if they were trying to get a date, not a job. They asked questions of the recruiter that were too personal and had nothing to do with employment. Needless to say, I was shocked at this behavior and could tell the female recruiters weren't impressed. Finally, there were candidates that weren't ready for the obvious employment fair questions like "why are you interested in my company." Please don't go to the effort of attending an employment fair and make one of these avoidable mistakes. Let us help you to maximize the great opportunities afforded at an employment fair and turn these into interviews and job offers. In this situation, minor changes can make a major difference in your chances for success.



ask the hiring manager

At a recent employment fair, several of the recruiters didn't want a copy of my paper resume. They asked me to submit my resume, along with my application, at the company's website. Is this common and what should I do?

Answer: Yes, this is becoming common especially among larger organizations that receive a high number of applicants each year. In this situation, it's still alright to offer your resume which contains your name and contact information. One of the primary reasons for attending an employment fair is to ensure that recruiters know who you are and how to contact you. Leaving a copy of the resume clearly helps in this regard and helps ensure you stand-out from among others. Another option is to offer a professional card (business-type) that contains your name and contact information. Finally, don't stop bringing hardcopy resumes to employment fairs and interviews. Just because they received this digitally, you still need to have a copy in-hand and be ready to discuss.

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UPCOMING WORKSHOPS

Our team is currently working on the Winter/Spring 2014 schedule. At present, we plan to be at several locations in the Ohio region:

- Northern Cincinnati (Mason / Sharonville)
- Southern Cincinnati and Northern KY
- UC / Xavier / NKY
- Miami University
- Wright-State University / Wright Patter
- The Ohio State University
- Ohio University
- Bowling Green State University
- The University of Toledo
- Kent State University
- University of Akron

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Specific dates/times are TBD as of the publishing of this newsletter and we'll update the website when specifics have been confirmed.

Please email us at service@interviewskills101.com if you have questions regarding the upcoming schedule. We hope to see you at one of our seminars with the goal of preparing you for the most important day of your career, the interview day...because without a successful interview, you won't get your ideal job.

