



## FIVE THINGS THAT RECRUITERS WISH THEY COULD TELL YOU AT A JOB FAIR

**#1 It's not about you:** Let's be clear, recruiters aren't there to make your wishes come true. They have a job to do and their loyalties are to their employer, not you. Please don't walk-up to a company's booth and ask what kind of jobs they have for you. Recruiters attend fairs to identify talent that meets their company's current or projected needs. Your task is to align your qualifications with this need. Don't expect them to provide a menu of jobs for you to select from or accommodate your desires. This isn't how a job fair works.

**#2 You only get 90 seconds:** This is how long you get, on average, to make a first impression at a fair. It's not much time, so you better be ready. If you haven't given the recruiter a reason to be interested in this time, you'll get passed over...it's just that simple. Over the course of a few hours, recruiters can interact with several hundred candidates. Your introduction and elevator speech are critical. Get to the point and highlight your qualifications that align to the position. If there are people waiting and you're still discussing after 90 second, you're probably doing well. Just remember to stay focused.

**#3 You're there for a job, not trinkets:** Candidates that walk around and collect a bag full of coffee mugs, key chains, and squishy balls don't appear to be serious. I'm not speaking about brochures or company related literature, just the free items that recruiters use to entice people to their table. Yes, this is counterintuitive, but, don't be lured into the trap. Remain focused on getting a job. If they hand you an

item, graciously accept it and continue with your pitch. It's ok to pick-up a pen with their logo, but don't get greedy and stay focused on your real objective.

**#4 Know something about the position/organization:**

Do your homework before attending the fair and be ready for companies you know will attend. For those organizations you weren't expecting, you should read

their posters and banners from a distance, pick-up a brochure while they're speaking with someone else, and listen to their discussions while standing in-line. Some organizations attending might not be well known or there might be limited information available publicly about them. In this case, tell them what you know and express interest in learning

more. If all else fails, tell them what little you know, give them a compliment, and ask them to tell you more about their organization. After this, listen and quickly align your qualifications to the organization and their specific need. Remember to stay focused.

**#5 Know what you're looking for:** Before attending a job fair, you should know yourself and the types of positions that interest you. Candidates that say they're willing to do anything can be viewed as not understanding what the company needs, lacking focus, or as being desperate. Individuals who say they can do any job might be viewed as naïve, out of touch, or possibly arrogant. None of these are good. Know yourself, know what you want, and stay focused.

