

One of our JES job seekers shared his Job Fair preparation strategy at a Job Club meeting. He created the following approach. Here's what he does to maximize his efforts when meeting employers. (This approach is also wise for informational interviews and job interviews.)

Preparation to meet Employers

Every company you intend to visit at a Job Fair should have their own packet for you to prepare with and refer to when you visit with them.

The packet should include the following items:

1. Questions
2. Organization Information
3. Cover Letter
4. Resume
5. Job Description(s) found by their website and job boards

Use this approach in job interviews and follow ups. Review the job description very closely and identify the top 3 to 4 business needs from the job responsibilities.

Link your skills and experience to the employers top few needs.

JOB FAIR TEMPLATES – COMPANY INFORMATION

Job Fair Date:

Job Fair Location:

Organization Name:

List the organization's name.

Corporate Headquarters:

List where (what city and state) the organization is headquartered.

Industry:

List the organization's primary business. Information is available on company website, Yahoo Finance, Hoovers, etc.

Mission, Vision & Value Statement: Information is available on the organization's website.

Company Facts: List all applicable facts about the organization (i.e., year founded, number of employees, number of customers, etc.)

Competitors: Research Yahoo Finance, Hoovers, etc. to locate competitors.

Available Jobs: List all available jobs that you're interested in to talk with the recruiter about. Print and attach all job descriptions.

COMPANY INFORMATION – EXAMPLE

Job Fair Date:

Job Fair Location: JCC Campus

Organization Name: ABC Corporation

Corporate Headquarters: Overland Park, KS

Industry: Legal Services

Mission, Vision & Value Statement: Mission: We will attract and retain the best legal professionals, provide excellent customer service, and well-researched and confidential guidance to our clients.

Vision: We strive to be the best legal service provider in the industry.

Company Facts: ABC Corporation was founded in 1919 and has 26 offices worldwide. They employ about 250 professionals in Overland Park and 1,500 companywide. ABC provides legal guidance to XYZ Corporation, Smith, Smith, and Smith, and 123 Bank. They specialize in employee relations, contract law, and litigation.

Competitors: Smith, Johnson, Smith LLP, Johnson Johnson LLP, etc.

Available Jobs: Senior Financial Analyst

JOB FAIR TEMPLATES - QUESTIONS

Organization Name:	List the organization's name.
Recruiter Name:	Leave this section blank so you can insert the recruiter's name or remember to ask for a business card.
Date:	Insert the job fair date. Leave enough room to write the time. Recruiters work job fairs for hours so knowing what time you talk with the recruiter may help refresh his/her memory during the follow up call.
Location:	Listing the location is helpful
Position Name	List the applicable position(s).
Questions:	List 3 to 5 questions that you may have about the applicable position(s) or organization. Make sure you're able to link skills and experience to each question. Make sure your last question deals with follow up. This helps to set the stage for future conversations.

QUESTIONS – EXAMPLE

Organization Name:	ABC Corporation
Recruiter Name:	<u>Mary Jean Smith</u>
Date:	
Location	JCC Campus

Senior Financial Analyst

I went online and filled out your application for the Senior Financial Analyst position and I am really interested in working for ABC Corporation and was curious what else I might do to help me get a foot in the door?

What specific skills for the person you hire will make your life easier?

What challenges and opportunities are associated with the position?

What exactly is the process you will follow after the job fair?