



***Job Fair Web Training  
Nationwide Participants  
July 15, 2010***



**How to Make the  
Most of a Job Fair:  
Don't Hand Out Your Resume!**



***Duty Called – They Delivered – Now They Need a Job***

**Overview**

There have been many job fairs coming up in the Gulf Coast Region, and to make sure that those candidates in this area, as well as across the country were prepared, we covered how to make the most of a job fair. We covered how to prepare, what to bring, what to do when you arrive, how to approach companies, how to make an impression, and how to follow up with contacts.

This session was two hours long and we had two participants from our grant area and three participants from around the country. Once the participants signed in, we began with introductions and then followed along with a PowerPoint presentation. We encouraged comments and questions, making for a very interactive session. For example, we asked the participants to share ideas and tips for being prepared and organized in preparation to attend a job fair. We also answered specific questions about how to dress for an interview, gave suggestions on resume formats to use when targeting their resume to a specific company/industry, and how to approach a company they've never heard of before.

## **Highlights**

Some of the items that we covered:

- Most new job resource guides say that job fairs are one of the least likely ways to get a job interview, and the majority of employers you speak with are just going to tell you to submit your resume online. So why is everyone there, and why are you handing out resumes?
- A job fair is a networking opportunity for everyone. The companies are there to quickly screen through people to find someone they like, and you are there to make an impression.
- You are essentially going to be going to be 'speed interviewing' all day so make sure you dress appropriately. Prepare and follow up the same as for an interview.
- When you are holding all your information, have been handed some literature, and then the recruiter offers you their e-mail address....how and where are you going to write it down without dropping everything?
- Highlight your skills and achievements at every opportunity!

New things our candidates learned that they didn't know before:

- Get there early because some companies leave
- Research the companies and apply for a specific job online before you get there
- Have different targeted versions of your resume for different opportunities
- Prepare an introduction and SARs (Situation-Action-Result)
- Ask for a business card or contact information; create your own business cards
- Take notes about what you discussed with the employers so you can reference it in your follow up
- Network! Don't stop at networking with recruiters, network with the other candidates in the room.
- Utilize the contact information received at the job fair by sending a "thank you"
- Dress for an interview and suggestions

## **Feedback**

Karen

Thanks for the training and the guide. Do you have training for virtual assistants available as well?

1. What did you think of the format? This was more of a call in session and more informal than usual, how do you think that worked?

**I liked the format, more interaction means better ideas.**

2. What did you think of the content? Did we answer your questions?

**Content was great, but the echo was making it hard to concentrate at some point.**

3. Are there other topics you would be interested in?

**Virtual assistant!**

4. How were the presenters' knowledge and presentation?

**Knowledge and presentation were great - notwithstanding the echo on the line.**

5. Would you recommend this training?

**Yes, I'll be recommending any further training that I see on Facebook or receive notice of on the webpage.**

Diane

Emily, I really appreciate the support and help that you and your team are giving me and other military spouses looking for jobs. I have responded to your questions below.

1. What did you think of the format? This was more of a call in session and more informal than usual, how do you think that worked?

**This format worked well for me. I was able to follow what was happening on screen and loved that it was informal. It put me at ease.**

2. What did you think of the content? Did we answer your questions?

**Since I have never attended a job fair, the content was very helpful in preparing me for what to expect and how to react to certain situations. It was good, too, that the other ladies who had attended job fairs added their experiences. I had not given much thought as to what my expectations were so this got me motivated to make a plan and prepare for what might lie ahead.**

3. Are there other topics you would be interested in?

**How to get the attention of the company I am interested in? What will make my resume stand out?**

4. How were the presenters' knowledge and presentation?

**I think the presenter covered a lot of material while moving the presentation along nicely.**

5. Would you recommend this training?

**Definitely.**

**Outcome**

Our participants enjoyed the convenience of the online format and have requested more sessions on specific topics. Hearing the verbal feedback about how they wish they had had this training before attending their last job fair means that we are creating a great platform for which to conduct meaningful trainings across the country at a low cost. We will continue to host this online training, as well as develop new training topics for the future.