



*Wilfrid Laurier University  
Career Centre*

*Presents:*

# **Make the Most of**



**LAURIER**  
Career Development Centre

# Essential Information

## What?

- The largest Job Fair of its kind in North America
- Over 160 organizations have registered!

## Where?

- RIM Park, Waterloo
- Free transportation is provided at the back of St. Michaels Campus; check the bus schedule in the Guidebook or on the website

## When?

- Wednesday, February 2, 2011
- 10 a.m. to 3:30 p.m.

## Who?

- Sponsored by Partnerships for Employment



# Benefits of Attending the Job Fair



- To explore career/job options and identify potential opportunities available
  - Full-time, Co-op, Contract, Summer, etc.
- To gather information from potential Canadian and U.S. employers on their organizations and job requirements
- To learn about the current job market
- ★ To make network contacts (an important step in any job search)



## Why Employers Attend the Job Fair?



- To make connections with top quality candidates
- To enhance public awareness of their organization and/or programs within their organization
- To provide information about job opportunities
- ★ To advertise and fill job vacancies



## Industries Represented at Job Fair

- Agriculture/Forestry
- Architecture/  
Construction
- Biotechnology/  
Pharmaceuticals
- Consulting
- Education/Teaching
- Environment
- Finance/Accounting/  
Banking/Insurance
- Government
- Health/Healthcare
- Hospitality/Tourism/  
Travel
- Technology/Software
- Law Enforcement/  
Security
- Manufacturing
- Marketing/Advertising
- Media/Broadcasting/  
Publishing
- Professional  
Associations
- Recruitment/Staffing
- Retail/Wholesale
- Social Services
- Sports/Recreation
- Telecommunications
- Transportation
- Utilities/Mining/Oil &  
Gas

[www.partners4employment.ca](http://www.partners4employment.ca)

# Steps and Strategies to a Successful Job Fair

3 Steps to being Successful:

1. Preparing for the Fair

2. Executing the Day of the Fair

3. Proper Follow-up after the Fair





# 1. Preparing for the Job Fair

- **Think about your specific goals**
  - What do you want to get out of the fair?
- **Research specific organizations who are attending the Fair**
  - See the Guidebook, Career Centre, Internet etc.
- **Update your Resumé and Networking Cards**
  - Resumé workshops!
- **Think about how you are going to approach employers**
  - ‘Benefit Statement’



# Quick Resumé Tips

- **3 parts to an effective resumé:**
  - **Aesthetics**
    - Formatting, Spelling, Overall Appearance
  - **Structure**
    - Set-up
  - **Content**
    - Schooling and Relevant Experience
- **Targeting your Resumé**
  - Who is your audience?
- **Cover Letters**
  - Are they really needed?
- **‘Sell your Skills’**
  - Transferable skills
- **RESUME BLITZ!**



# Networking Cards



Education

Logo, Quote, Etc.

Contact Information



# Your Professional Brand?

- What are you about?
- “The **Public Image of your Career Focus, Contribution and Reputation** as presented by you and perceived by others”
- **Clearly Articulate Your:**
  - Skills and Competencies
  - Professional Philosophy and Values
  - Career Focus
- **Social Media Outlets**
  - LinkedIn
  - Twitter
  - What’s up with Facebook?

VIDEO: <http://press.linkedin.com/about>

# 'Benefit Statement'

A brief 30 second introduction:

“Good morning. My name is **Barbara** and I am a **4<sup>th</sup> Year Political Science** student at Wilfrid Laurier University. I am interested in working in the field of **Trade Policy** and was pleased to learn that your organization would be represented here today. May I ask you a few questions about your organization?”



# Road Blocks!

- You may find that some employers respond by saying: “I’m sorry, but we are not looking for \_\_\_\_\_ students”
  - Some representatives have preconceived ideas about the types of students they are recruiting
- Do not let this put you off. If you have done your homework and have a reason for talking to the employer, you should proceed
- How should you respond to a road block...



## Responses to Road Blocks



- This is where your research and preparation can make a difference.
- “I understand that your organization does \_\_\_\_\_. While attending university I have developed skills in \_\_\_\_\_ (select a relevant skill). I am at Job Fair because I am interested in learning more information about how I can use these skills in your industry.”
- “In addition to my education, I have also worked \_\_\_\_\_, (again, draw upon something relevant). Is there someone at your organization who I could contact? May I mention that I spoke to you at Job Fair?”

## 2. Executing the Day of the Fair

- Dress Professionally
  - Business casual
- Prepare Relevant Questions
  - Good icebreakers
- Bring a Portfolio: Resumés, Pen, Blank Paper, Business or Networking Cards, Water
  - Look organized
- Plan Your Day
  - Know which employers you want to see
- Arrive Early
  - Employers are human
- BRING YOUR ONE CARD!



**The Laurier  
OneCard**

# First Impressions Matter





## Questions to Ask at Job Fair?

- **What specific qualifications or skills does your organization seek in candidates?**
- **What type of work or volunteer experiences should I focus on if I am targeting an opportunity in this field?**
- **What are some of the challenges faced by new employees?**
- **What do you feel are the most important skills, interests and attitudes that would make a person successful in your organization?**

## More Questions...

- Are there any professional associations I should join or important events which I should attend?
- What training should I acquire to succeed in this field?
- Is there anyone else you would recommend who might provide me with another perspective or more information?
- What is the name of the Manager in charge of \_\_\_\_\_ ? (do not simply ask for H.R.)
- Ask if you can use the person's name when you contact others





# What type of information should you have upon leaving Job Fair?

Realistic short-term goals for Job Fair:

- **Network contacts and names (not just the name of the representative or an H.R. person)**
- **Employer information regarding:**
  - Hiring Practice
  - Recruiting
  - Work Environments
  - Types of training opportunities
  - Types of positions relevant to your career focus
  - Key hard and soft skills the organization seeks
  - Upcoming changes, news and opportunities



### 3. Follow-up After Job Fair

- **Immediately - review the Employer Guidebook and make notes on what you learned**
- **Send a thank-you letter to employers with whom you met. (It should arrive within 48 hours, so you may mail it or fax it. Email is usually only appropriate if you know the organization prefers to communicate via email)**
- **If you are job seeking, follow up on promising leads within two weeks by requesting a meeting (do not immediately follow up with employers who are already recruiting on campus)**
- **If you are conducting career/job research, stay in touch!**



# Common Mistakes at Job Fair

- **Monopolizing an employer's time**
  - 5-10 minutes is plenty
- **Negative comments**
  - your school, past employers, other students
- **Being louder than necessary or speaking too softly**
- **Eating, drinking or chewing gum**
  - Water is ok!
- **Asking about specific salary and benefits**
- **Not being confident**
  - Practice!
- **Travelling in packs - approach employers on your own!**



## More mistakes...

- **Just “selling” and not “connecting”**
  - Engage people to connect with you
- **Assuming that the organization’s representative at Job Fair are not important**
  - Often (but not always), new employees or more junior employees do get drafted to attend events such as Job Fair
  - You must treat everyone with respect and courtesy; you might be surprised at the power of even the “least” powerful person in the room





## **Standing Out in a Tight Job Market**

<http://careertv.com/video.php?mediaid=6BwWAwNPwDQENYNDdKIY5A>



# Check out the Job Fair website at:

[www.partners4employment.ca](http://www.partners4employment.ca)

## What's there?

- List of participating organizations
- Profiles on each organization
- Transportation schedules
- Map/directions to the Fair



**Mark Your Calendars Now  
For...**

**CAREER FAIR 2011**

**Wednesday, September 28, 2011  
RIM Park**



Canadian Excellence

# LAURIER

## GOOD LUCK at...



**LAURIER**  
**Career Development Centre**