

How to Go to a Job Fair and Win

By Colleen Kay Watson

Job fairs, which sometimes are referred to as career fairs, are wonderful places to meet face-to-face with a variety of companies. The secret to success is in good planning.

1. Research the firms that have openings you are interested in and qualified to get. For example, if you are interested in an entry-level marketing job with General Mills, go to their web site and review the qualifications.
2. Design a target objective for each company you plan to visit. For example, you may wish to target a Marketing Research Assistant position with General Mills.
3. Target your resume to highlight the skills you possess that meet the job requirements. Use BOLD PRINT for the words that match the job description.
4. Mail your resume prior to the job fair directly to the representative who will be attending the job fair. They are often listed in the literature or advertising for the job fair.
5. Dress your best. Walk up to the target booth with confidence. Introduce yourself to the company representative. Offer a firm handshake and ask if they would be willing to set a time to meet for an extended interview.
6. After the fair, go home and hand write a thank you note to each of the recruiters you met, thanking them for their time and consideration. A handwritten note makes a good impression.

Most job seekers just stand in lines at the large firms, hoping the company will have something that they are qualified for and like. Don't waste time hoping! Do your homework and target your visit.

-- By Colleen Kay Watson, CEO and Co-Founder of Career Professionals®, which helps job seekers find entry-level opportunities in Management, Marketing, Sales, Customer Service, Finance and Administrative positions. For more information about Career Professionals®, please go to <http://www.gocpi.com> or call 952-835-9922.

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