

Job/Career Fair Toolkit

Virtual or Face-to-Face

Follow the steps, scripts and tracker to see immediate results.

Due to tough competition, you need to be better than the others. And you can be.

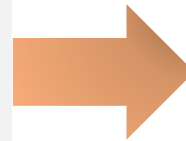


Dana Manciangli, President and Founder
[Job Search Master Class®](https://www.jobsearchmasterclass.com)

Your Mission: Confidence, Process and Results (CPR)

What you Thought of Job/Career Fairs

- "What a waste of time."
- "I'll just walk around to learn."
- "I'm an introvert so I'd rather get a root canal."
- "Companies don't hire from these."
- "Nobody gets offers at these stupid things."



What you Will Think of Job/Career Fairs

- "I got high quality leads for real jobs."
- "I networked with recruiters who offered to help me."
- "I found companies I didn't know about or didn't think I would be interested in."
- "I filled out my Job/Career Fair tracker with 10 jobs to follow up on."

Your Job/Career Fair Toolkit

Solution

Job Fair & Career Fair Checklist Drive for Results!

Do you want to secure interviews and offers right from job/career fairs? Are you wondering how you can stand out to potential employers at a job/career fair? Here is your step-by-step checklist to revamp the way you participate in these events in the future. Use this tool for virtual job/career fairs, too.

Many employers are sizing up candidates quickly based on first impressions. **You are being watched!** So you always need to be at your very best. Everything you write, say, and look matters.

To be successful, we recommend a bold and structured approach. JJ coach you through it.

YOUR MISSION: Maximize your results by doing work **before**, **during**, and **after** the Job or Career Fair.

Before

During

After

PHASE I - What to Do Before a Career Fair

- Logistics:**
 - Register and put the event in your calendar, including plenty of drive time to arrive right when it opens. For virtual events, join first thing.
 - For virtual career fairs, complete your candidate profile, including posting your resume. If invited to write a summary, type it into Microsoft Word first to correct all grammar and spelling.
- Prepare your top targets:**
 - Secure a list of the companies or "exhibitors" attending the job fair. The hiring companies are added continuously until the day of the event, so keep checking weekly and then **again** the day before.
 - Prepare an Excel spreadsheet and list each of the attending companies
 - o Research each of the attending companies by going to their website. For virtual career fairs, you can read about each company on the job/career fair website.
 - o For virtual job/career fairs, note the hours that representatives are available to chat or meet.
 - o Group your top target companies, so you move to their booths or tables at the beginning of the job fair. Create a list with all companies and mark them with A, B, or C, with "A" being the highest priorities.
 - o *Coaching:* Keep in mind many job seekers tend to visit companies that they know, but the perfect opportunity might be with a company you've never heard of.

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Pro Tools

Elevator Pitch Worksheet

The elevator pitch is an essential part of your job search process. When you meet new people at a networking event, job or career fair, or interviewing, you want to have an introduction that relays compelling information for your audience. As a job seeker, your "audience" is your future hiring team and the network that may help you get there. You can use the attached worksheet to create effective elevator pitches that will make an impact on your listeners.

NEWS FLASH: There are two elevator pitch questions! They are very different, and you will learn about them and write each one out below.

Pro Tools

Business Card Instructions

During your Job Search Master Class® journey, you will be networking, attending job fairs and career fairs, and meeting total strangers who want to help you.

Because of this, you should always have business cards with you.

Good news! Business cards **don't** need to be...

- ...fancy or overly designed
- ...expensive
- ...from a company

To make it easy, we have provided a template that indicates all the information you need to fill in. No need to add more!

To create your business cards, simply print on your home printer or have some printed by services such as FedEx Kinkos or VistaPrint.

How to make your business cards:

Event Tracking Tool

| | Company Name/Division | Jobs I Want Titles/# <i>(hyperlink to the post)</i> | City of Job | Booth Rep Name(s), Title E-mail address | Time of Visit at the Event |
|--------------------------|-----------------------|--|--------------------------------------|--|----------------------------|
| 1. | | | | | |
| Conversations: | | | | | |
| My Follow Up: | | | | | |
| <input type="checkbox"/> | <i>My Action</i> | <i>My Deadline/ Put in my Calendar</i> | <i>7 Days Later - Follow Up Date</i> | | |
| <input type="checkbox"/> | | | | | |
| <input type="checkbox"/> | | | | | |

| | Company Name/Division | Jobs I Want Titles/# <i>(hyperlink to the post)</i> | City of Job | Booth Rep Name(s), Title E-mail address | Time of Visit at the Event |
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| My Follow Up: | | | | | |
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| <input type="checkbox"/> | | | | | |
| <input type="checkbox"/> | | | | | |

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Three Doors Lead to Results (Job Opportunities)



=



①

***Before
the
Event***

②

***During
the
Event***

③

***After
the
Event***

**Preparation, Engagement &
Follow Up = Jobs!**

The Purpose of Each Door

Door ①

BEFORE

- Research
- Preparation
- Schedule

Door ②

DURING

- Learn
- Network
- Get Names

Door ③

AFTER

- Apply
- Follow Up
- Follow Up (Again)

There are no short-cuts. Every door matters. Perfect form is required.

Door 1 - BEFORE the Job/Career Fair



- Logistics – Register, Learn the Schedule, Mark your Calendar
- Prepare Top Targets and Your Job/Career Fair Tracker
- Script Your Elevator Pitches* (*two!)
- Plan What to Wear
- Plan What to Bring



Door ② - DURING the Job/Career Fair



- Arrive Early
- Follow your Schedule from Door ①
- Walk Around, Go for Volume
- Attend Company Presentations and conversations with other candidates
- Be Bold; Say the right things, avoid the wrong things
- Complete your Job/Career Fair Tracker, take tons of notes



Door ③ - AFTER the Job/Career Fair



- Thank You e-mail to everybody you saw, met or spoke to
- LinkedIn personal connection notes to everybody you saw, met or spoke to
- Apply, then follow up with the fair representative
- Follow up on each job one week later. Then again in another week.



Need more *free* help on all aspects of your job search?

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- ❑ Go [here](#) to search for any job search topic and learn how to improve.
- ❑ Follow me on [LinkedIn](#) to have hot topics pop up in your LinkedIn feed. Comment, ask questions!

About Dana Manciangli, President, [Job Search Master Class](#)®

Dana Manciangli has been a corporate executive for more than 30 years and has leveraged her employee hiring and management experience into that of author, blogger, keynote speaker, career coach, and global career expert. She is the founder of **Job Search Master Class**® and author of [Cut the Crap™, Get a Job!](#)

She has had a remarkable career in global sales and marketing roles in Fortune 500 corporations. Retired from over a decade's tenure at Microsoft as worldwide sales general manager, Dana previously worked for Kodak as VP of worldwide marketing and climbed the corporate career ladder through Sea-Land, Avery Dennison, and IBM. She also helped grow a fast-growing technology start-up from early stage to IPO and sale of the company. Read more [here](#).



Download Your Job/Career Fair Toolkit

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Prepare, then go crush
your Job or Career
Fairs!



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