

Careers Fayres

(using material provided by AU Careers)

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What are Careers Fayres for?

- Finding out more about the range of graduate jobs available
- Finding out about specific companies
- Speaking to employers
- Industrial year placements
- Internships
- Employer presentations
- Networking, making contacts
- Free stuff (not really!)

Preparation beforehand

- Decide who you want to visit
- Decide what information you want
- Find out about the companies
- Find out about current issues these companies will be interested in
- Prepare relevant questions
- Don't be scruffy. Look professional.
- Practise self marketing. Can you talk about your skills?
- Prepare tailored copies of your CV
- Update your web presence

During the day

- Arrive on time for employer talks.
- Ask the questions you have prepared, look enthusiastic and smile!
- Listen to employers and respond appropriately to questions.
- Try to make a note of individual names, job titles and any contact details, which can be used to follow up any opportunities. Ask for a business card.
- Networking can give you access to the hidden job market and help you build a list of useful contacts who may be able to help you.
- If nervous, don't go straight to your company of interest. Practise on some other companies first.

Questions

- **Background:** Tell me how you got started in this field. What educational background might be helpful in entering this field?
- **Work Environment:** What are the daily duties of your job? What skills/abilities are important for success in this work?
- **Key Issues:** What are the toughest issues you deal with? What issues does the sector have? What issues does the organisation as a whole have? What is being done to solve these issues?
- **Life Style:** What obligation does your work put on you outside the work week? How much flexibility do you have in terms of dress, work hours, holidays?

Questions

- **Rewards:** What do you find most rewarding about this work, for example, job satisfaction, training opportunities, work-life balance, the money?
- **Earnings:** What salary level would a new person start with? What are the fringe benefits? What are the other forms of compensation and benefits (bonuses, commissions, pension)? What might the future earning potential be for this work?

Avoid being part of the crowd

- Be proactive and engage with employers, avoid just browsing and gathering freebies without speaking to anyone.
- If attending an employer talk, actively participate in the session and avoid sitting at the back of the room looking disengaged.

Afterwards

- Check the websites of the employers that interested you
- Find out the deadlines
- Follow up personal contacts you made with further questions or a polite thank you
- Look at how you can gain any additional expertise/skills/activities etc that employers were looking for

What impresses employers

Students/graduates who had:

- researched the company and the roles available
- demonstrated knowledge of commercial awareness and could discuss current issues
- spoken confidently about themselves and their skills and experiences
- dressed appropriately and were polite.

What doesn't impress employers

Students/graduates who:

- dressed inappropriately - jeans, trainers, baseball caps
- demonstrated no knowledge of the company or only asked simple questions
- only attended their stand to collect freebies
- could not explain why they were attracted to a particular role or job sector.

Video

<http://www.careerplayer.com/tips-and-advice/general-advice/career-fairs/>