



# *Activate a* **Career Fair**

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# Before

**CAREER OBJECTIVE** – What type of job are you seeking right now?

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**LOCATION** – Where do you want to work?

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**INDUSTRY** – What is your top 3 industries?

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**SIZE** – What size company do you prefer?

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**CULTURE** – What is your ideal corporate culture?

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## ***ADDITIONAL NOTES***

# Before

Create an initial list of target companies

**COMPANY NAME**

**RANK (ABCD)**

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# Before

## RESEARCH

- Research each company
  - What is the mission?
  - What are the products/services?
  - Who are the clients/customers?
  - What are the finances?
  - How do they rank with the competition?
  
- What positions are open that fit your expertise and career objective?
  
- Who do you know at the company?
  
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## RANK EACH COMPANY

**A** – Absolutely!

**B** – Most likely

**C** – Get business cards

**D** – No interest

## *ADDITIONAL NOTES*

# Before

## Pre-Event Checklist

- Read all event materials
- Print master list of target companies
- Resume – Hard Copies
- Resume – Soft Copies
- Business Cards
- Interview Portfolio
- Pens
- Notepad/Padfolio
- Scripted answer to “Tell Me About Yourself”?
- List of Questions to Ask
- Job descriptions
- Backup clothes and shoes
- Water
- Breath Mints
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## *ADDITIONAL NOTES*

# During

## Pre-Game Plan

- Create an Exhibit Road Map
- Start with the companies furthest away from the entrance
- Visit 1-2 “B” or “C” companies to warm up and increase your confidence

## During | THE APPROACH

### **You:**

“Hello. Nice to meet you. My name is xxx and I have been looking forward to speaking with you all day?”

### **Interviewer:**

“Oh really, how come?”

### **You:**

“I found this amazing position on your company’s website and I am a 95% match for the role. I wanted to speak with you about this opportunities and others like this within your company.”

## *ADDITIONAL NOTES*

# During

## During | THE INTERVIEW

*“Tell me about yourself?”*

WHO are you?

WHERE have you worked?

WHAT are you good at?

WOW Factor

**WHO** \_\_\_\_\_

**WHAT** \_\_\_\_\_

**WHERE** \_\_\_\_\_

**WOW** \_\_\_\_\_

# During

## During | THE INTERVIEW

**Why are you interested in this company?**

Your company is the best in....

1

2

3

**Describe a time when you....**

S – Situation \_\_\_\_\_

\_\_\_\_\_

O – Obstacle \_\_\_\_\_

\_\_\_\_\_

A – Action \_\_\_\_\_

\_\_\_\_\_

R – Results \_\_\_\_\_

\_\_\_\_\_

## *ADDITIONAL NOTES*



# During

## During | THE INTERVIEW

### What are your strengths?

Answer: Use the job description!

### What are your weaknesses?

Authentic Problem + Solution

### Describe a time you failed at a project or were unsuccessful

S – Situation \_\_\_\_\_

O – Obstacle \_\_\_\_\_

A – Action \_\_\_\_\_

R – Negative Results

\_\_\_\_\_

R – What you learned? What you would do different the next time in this situation?

\_\_\_\_\_

## *ADDITIONAL NOTES*

# During

## During | EXIT STRATEGY

### Do you have any questions for us?

-Ask about a relevant current event and what is the possible impact to the organization.

-SWOT

What are the strengths of the company?

What are the weaknesses of the company?

What are opportunities for growth?

How is the company preparing to deal with new external threats such as industry trends, competitors, and new technologies?

-What are the next steps to continue to engage you and your company about current and future opportunities?

### Get a business card

Document next steps on back of card – IMMEDIATELY

## *ADDITIONAL NOTES*

# After

## After | DEBRIEF

- Send a thank you note and include a resource of interest to the contact
- Connect with contact on LinkedIn
- Set up job alerts for your “A” companies
- Reach out to any companies you missed at the event.
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## After | REFLECTION

What went well at the career fair?

What would you differently next time?

## ***ADDITIONAL NOTES***

# Resources

## ***Activate Your Resume!***

**Certificate for a free 30 minute resume  
consultation via phone**

**Expires within 30 days of course**

**To redeem your certificate contact**

**Madelyn Mackie**

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