

MAKING THE MOST OF RECRUITING EVENTS & JOB FAIRS

Before the Event

1. Define your goals, expectations.
2. Craft a positioning statement. (What are you? What do you wish to do? With whom? Where?)
3. Résumés and cover letters ready? (Need a cover letter? How to distinguish self?)
4. Research companies.
5. Prioritize the firms you wish to visit.
6. Formulate questions for companies.
7. Do some informational interviewing.
8. Think about the recruiters' goals; put self in their shoes.

At the Event

1. Remember your priorities — blaze your own trail.
2. Shake hands. (No dead fish!!!)
3. Smile, be confident
4. Introduce self, positioning statement, interests.
5. Show interest in the company. (Attend to their needs, not just yours.)
6. Ask good questions. (Not obvious ones you should have answers to already.)
7. Clarify application process, next steps.
8. Don't just shove a résumé at recruiters; ask if they're accepting résumés.
9. Thank genuinely.
10. Leave a good, distinctive impression.
11. Take notes before you forget.

After the Event

1. Think about what worked and what didn't; refocus and strategize.
2. Learn from mistakes.
3. Organize your information.
4. Trade information with peers.
5. Follow up with contacts . . . while they remember you!!!
6. Follow through on your promises.
7. Send thank-you notes.
8. Prepare for interviews.
9. Revise résumé and cover letters as needed.
10. Do further research, including additional companies.
11. Identify other recruiting events.
12. Update June and Brian and Stephanie.
13. Use Pacific alumni career network in career resource center.
14. Conduct informational interviews with professionals in the field.
15. Read periodicals, scanning for hiring and/or growing firms.
16. Keep refining your goals and visions.