

Career Fair Guide

A career fair can be a great opportunity for you to learn industry information, make connections, market your skills, practice networking, and, of course look for jobs and internships! Employers come to the fair in hopes of building their brand, distributing information, and finding potential candidates. To make the most of the opportunity, consider the following tips on what you can do before, during and after the fair.

Preparation: Before the Fair



Set a Goal

You should have a clear objective before going to the fair, which means you need to reflect and think about your aim, whether to get a job or an internship, to learn about a specific industry or employer, or to practice networking skills, etc. Then make a list of specific and achievable actions. For example, if your goal is to learn more about employers in technology, your action list could be to speak to at least three employers in this field.



Research

After setting your goals, your next step will be to do your Research!

1. Review the career fair company guide to see who will be attending the fair and what positions they are hiring for.
2. Create your target list based on your interested industries and companies. Search for their latest news and trends, roles they are looking for, etc. Don't rule out an employer because of the industry it represents.
3. Detailed research: Pay attention to the competencies required for specific positions, corporate culture, colleagues' profiles (use LinkedIn).
4. Look up the fair map and make a route plan: Find out the location of the fair and where your targeted companies are situated on the fair map.



Meeting Employers

Employers will often ask you interview type questions, so be prepared to speak about your skills, experience, and achievements. You may also talk about your professional interests and motivation.

Prepare your resume

1. Update your Resume: Check out CDC Resume Guide or come to our walk-in hours!
2. Print multiple copies and keep them in a folder to give out to potential employers after you speak to them.
3. Know your resume: Review the information included in the resume and think about how to showcase your experience and your achievements.

Develop your elevator pitch

An elevator pitch is a concise, persuasive, and well-practiced message that expresses your goal and makes you memorable. It should be no longer than 30 to 60 seconds. In your elevator pitch, you may include:

1. Basic information about yourself (Name, year, etc)
2. Academics (School, major, degree, etc)
3. Achievements (Working experience, expertise, skills, strength)
4. Goals and your interests (Internship or job? Expect to learn a new skill set?)



Sample Elevator Pitch

I will soon be graduating from NYU Shanghai with a degree in Journalism. I worked on the college newspaper as a reporter, and eventually, as the editor of the arts section. I'm looking for a job that will put my skills as a journalist to work. I'm very interested in learning about your editorial and marketing internship program.

Prepare your questions

1. DO ask intelligent questions that show you've done your research and know about the organization.
2. DO ask open ended questions rather than yes/no questions.
3. DON'T ask basic question that can easily be found on their website.

Do Ask

1. What are some of the key skills your hiring managers look for?
2. What's your experience been like working in this organization?
3. I have read that you are in the xxx industry and that you specialize in yyy. Could you tell me more about what type of clients you work with?
4. How long have you been with the company? What do you do? How did you get started with them?
5. What is the best way to follow up with you?
6. I saw on Handshake that you are advertising for an xxx internship. Can you tell me more about the projects that this internship involves?

Don't Ask

1. What does your company do?
2. Can you give me a job?
3. Where are you from?
4. Can I have your Wechat?



Performance: During the Fair

It is a rare opportunity to meet with so many different employers, so here are some tips to make the most of this experience.

Make a good first impression

1. Greet employers with a firm handshake.
2. Smile and make eye contact when you talk with company representatives.
3. Pay attention to time constraints.
4. Don't interrupt one-on-one conversations. If it is a group, you can join though.
5. Employers expect you to approach them and introduce yourself, so don't be shy.

Offer resume

You may share your resume at the end of the conversation if an organization or position interests you. If they are not collecting resumes at the fair, find out to whom and where you can send one.

Ask for business card

Ask for a business card from the company representatives with whom you speak, but don't be surprised if they decline to give you one.

Take notes

Take any available brochures and employer literature. Use the notes when following up after the fair.

Follow Up: After the Fair

Please remember to follow up and send materials to your interested companies within 24 hours.

Follow-up

Send a thank you email to anyone you had a meaningful conversation with. Keep it short and simple. Draw attention to some memorable details of your conversation. You may include your resume if relevant.

Send materials

Send any materials that have been requested of you (e.g. resume).



Sample Follow-up Email

Dear Mr. Wang:

I am writing to follow up with my application for the analyst position at your company. I appreciate the opportunity to have shared my background and interests with you on March 19 and I want to reiterate my strong interest in working for ABC. I hope the recruiting process has been going well. Please contact me if I can provide any further information that would help you with your decision.

Kind regards,
Mark

Dress Code

Please dress professionally, as our career fairs have a strictly enforced dress code. You may refer to the following recommended attire.



Shoes For Men:



Shoes For Women:



Contact Us

Email: Shanghai.careerdevelopment@nyu.edu

Handshake: If you need any help, make an appointment with one of our career coaches on Handshake!

Walk-In: Tuesday/Thursday/Friday 12:00 pm–1:30 pm