Getting the most out of a Job Fair

9 SEPTEMBER 2016
Job Fairs are a good opportunity

Employers looking to recruit new staff
- They have invested in the event
- Taking time out of the office

Face to face meetings without having to apply
- Opportunity to make an impact
- A chance to ask questions

Efficient use of your time
- Meet lots of companies in a short space of time
- May discover new companies/opportunities that you have not seen online
Preparation is key to success

Know who is there
- Prioritise who you want to talk to
- Write a list
- See what jobs they are advertising

Think of it as a mini interview
- Get the basic company information before you go
- Think about what you want to know e.g. who should I speak to

Decide what to take
- A few printed CVs could be useful
On the day

Dress reasonably smart
- Probably “smart casual”
- First impressions count
- Smile, be positive and interested

Start by asking questions
- Ask about the company, showing you know something about them
- Ask about the person you are talking to, who are they and what is their role
- Find out who they are looking for
On the Day (2)

Make your approach
- Let them know who you are and what you are looking for (elevator pitch)
- Gauge the response
- Hand over a CV if appropriate

Ask what the next steps are
- Get a business card or take details
- Get more information about how to move on in the future

Move on
- Time is short, they (and you) need to talk to lots of people
- Possibly take a shot of the stands
After the Fair

Write up your notes
- Names of people you met and contact details
- Information gleaned about the companies
- Your impressions

Follow up any actions
- If you said I will send a CV – then make sure you do
- Ideally do this by next working day so you are still fresh in their mind
- Can send a thank you note
- If appropriate send a Linked-In request
- Log your activity for job centre
Cambridge Network
Recruitment Event 16 September 2016
# Cambridge Network Recruitment Event 16 September 2016

## Who will be there?

Here are all of the companies you can meet on the day:

<table>
<thead>
<tr>
<th>TTP</th>
<th>Amazon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arcus Global</td>
<td>Marshall Aerospace</td>
</tr>
<tr>
<td>IT Governance</td>
<td>Metall</td>
</tr>
<tr>
<td>Cosworth</td>
<td>Zinwavo</td>
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<tr>
<td>Illumina</td>
<td>Fico Technology</td>
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<tr>
<td>PCME</td>
<td>Royal Society of Chemistry</td>
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<tr>
<td>Domino Printing Sciences</td>
<td>polkadotfrog</td>
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<tr>
<td>Qualcomm</td>
<td>Bespak</td>
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<tr>
<td>PA Consulting</td>
<td>Blacktrace Holdings</td>
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<td>Linguarnautics</td>
<td>Excell Group</td>
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<tr>
<td>Cambridge Enterprise</td>
<td>Displaylink</td>
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</tbody>
</table>
Your Key Messages (elevator pitch)

What do you want someone to remember about you?
Help them quickly understand who you are and what you can do

Could include
- Your name (personal brand)
- Skills
- Experience
- What you are looking for

Ideally need a clear point that each part of the pitch supports
What to include

Think about how you would complete these sentences

I am a ........
I have done ........
I want to ........
I am interested in ........
I am someone who ........
One approach is a two breath message

“I want to do a job that allows me to do A and B and C ... in an organisation that is doing X and Y and Z”

A, B and C are the motivated skills – the things you do best
X, Y and Z are the field and style of the organisation you want to work for
Works much better than job titles
Delivery

Should feel natural to you
  ◦ Use your own words
  ◦ Avoid CV speak

You will need say it out loud
  ◦ Body language is crucial

Can refine with practice – pay attention to the reactions
Exercise

Try out your pitch