

CAREER FAIR PREPARATION ACTIVITY

Objective

The objective of this Career Fair Preparation Activity is to empower students to effectively prepare for a career fair and maximize their opportunities for networking, exploration, and potential job or internship prospects. By the end of the activity, students should be able to:

1. Understand the purpose and benefits of attending a career fair.
2. Develop strategies for researching and identifying potential employers of interest.
3. Prepare and refine their resume and elevator pitch to make a positive impression on recruiters.
4. Demonstrate effective networking skills and confidently engage in conversations with employers.
5. Reflect on their experience and identify areas for improvement in future career fair attendance.

Assignment

1. **Research Upcoming Career Fairs:** Identify an upcoming career fair event on Handshake.
 - a. Login to Handshake <https://uga.joinhandshake.com>
 - b. Click “events”
 - c. Under the “category” tab, select “career fair.”
 - d. Select a career fair of interest (i.e. UGA Fall Career & Internship Fair)
2. **Identify Target Employers:** After selecting a career fair of interest, select “All Employers” on the event page to see a list of all employers scheduled to attend. Review the list of employer attendees and identify a list of 5-10 employers you wish to connect with during the fair.
3. **Research Target Employers:** Explore the Handshake pages, company/organization websites and social media profiles of your target employers. Use [this researching employers resource](#) to learn what to look for.
4. **Resume Review and Refinement:** Review your current resume and make necessary updates to highlight relevant skills, experiences, and achievements. Utilize the [UGA Career Center’s Resume Examples](#) for support. Consider getting your updated resume reviewed during [Career Center Drop-In Hours](#).
5. **Elevator Pitch Development:** Craft a concise and compelling elevator pitch, a brief introduction that summarizes your skills, experiences, and career goals using the [UGA Career Center’s Career Fair Pitch Template](#). Practice delivering it confidently.
6. **Dress for Success:** Dress confidently and comfortably in business professional or business casual attire for UGA Career Fairs, unless otherwise noted. Explore our [business professional and business casual attire tips and Pinterest boards](#). Pro-Tip: UGA [SGA’s Professional Clothing Closet](#) provides free professional clothing. As a UGA student, you have access to one free professional outfit per academic year.
7. **Attend:** Attend the career fair of your choice.
8. **Seal the Deal:** collect business cards from employers, determine follow-up and next steps, send a [career fair follow-up email](#) within 24 hours.
9. **Reflection Paper:** After the career fair, reflect on your experience in a one-page reflection paper. Be sure to evaluate your preparedness, networking interactions, and the overall value gained from attending the fair. Additionally, identify areas for improvement and strategies for future career fair attendance.

Resources

- Handshake: <https://uga.joinhandshake.com/>
- Handshake Student User Guide: https://career.uga.edu/handshake_guide
- List of upcoming UGA Career Fairs: https://career.uga.edu/calendar/career_fairs
- How to Get Career Fair Ready: https://career.uga.edu/career_fair_ready
- Researching Employers: https://career.uga.edu/researching_employers
- Introducing Yourself to an Employer:
https://career.uga.edu/introducing_yourself_to_an_employer
- UGA SGA Professional Clothing Closet: <https://sga-professional-clothing-closet.myshopify.com/>