

What to do at a fair?

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PREPARATION

- **Get to know the attending companies, visit their websites, study the company profile on LinkedIn and read the news.**
- **If possible, get to know what kind of expertise is valued or needed in the company at that moment and make use of this information.**
- **Think about which companies you'd at least like to meet.**
- **Create your CV (Use our CV examples for help)**
 - ✓ Having a different version of your CV for fairs is a good idea. Add a brief application intro to the beginning.
- **Get ready to tell the following things about yourself:**
 - ✓ What kind of expertise do you have?
 - ✓ What goals do you have for the future?
 - ✓ What are your strengths?
 - ✓ Which role, department or function do you find interesting?
 - ✓ What kind of knowledge and skills would you like to develop?
 - ✓ Prepare a sales pitch based on the questions.
- **Update your LinkedIn profile. Focus on this especially towards the end of your studies.**
- **Dress like you would for a job interview.**
- **Prepare your own questions for the employer.**



AT THE FAIR

- **Start as soon as the fair opens. By starting early, you will avoid congestion and large crowds of people.**
 - ✓ There will always be a queue at the stands of the most popular employers.
 - ✓ If possible, network also with other students. Meet people you know and grab a cup of coffee with them.
 - ✓ Make use of LinkedIn's Find NearBy function to collect contacts.
- **Approach employers bravely.**
 - ✓ Smile, greet, look people in the eye, shake hands briskly.
 - ✓ Tell the recruiter about yourself, don't just ask what kind of an expert the employer needs.
 - ✓ Express your interest also in your body language and intonation.
 - ✓ The employer values your ability to tell what you have to offer.
 - ✓ Tell them what interests you in the company. (product, career opportunities, customers, services, values, etc.)
 - ✓ Find out from the company how you should progress with them.
 - ✓ Thank for their time at the end of the discussion.
 - ✓ You should also first monitor from afar how others approach employers and make use of the best tips.

AFTER THE FAIR

- **Apply for a job as soon as possible after the fair and start by referencing the discussion at the fair.**
- **If you have promised to stay in touch or send a message, keep your promise!**
- **Send a contact request in LinkedIn soon after the fair.**