

Gabelli 2013 - Junior Advising Program

Guide to Career Fairs



1. **Know who's going to be there**

Look at the list from the career services website (www.fordham.edu/career) and figure out a plan of who you want to talk to. If you know who's going to be there, then you can have a cover letter ready that's specific to that company in addition to your resume.

2. **Research**

Once you know who's going to be there, know the general information about each company of interest. Know the kinds of businesses they're in, the kinds of clients they work with, and the kinds of work they'll expect you to do. Additionally, see what's been going on with them in the news recently. Have they been in the WSJ in the past six months? What's their current stock price? Who's their competition? What's the difference between them and their competition?

3. **Smile, Shake the Recruiter's Hand, and Introduce Yourself**

Lots of people forget this and just launch into the conversation. Relax! Take it easy. Make a good impression (and wipe your hand before you shake if you get clammy hands). Also, the big firms will have long lines. Just get on line and wait your turn. They'll all be there for a few hours, so just be patient.

4. **Know yourself – Be ready to answer the big questions**

Knowing all about the company is important, but you should be able to talk about yourself, too. In general, I think everyone should be able to give their "Two Minute Story," so don't be afraid to rehearse or practice such things. Also, be ready to answer "Why do you want to work here?" and other such common questions (you can find plenty of such sample questions online).

*If you have any questions, please contact your Junior Class Dean,
Alan Cafferkey – cafferkey@fordham.edu*

5. **Be ready to ask questions, too**

If the recruiter asks if you have any questions, then definitely ask a question. If you don't think you'll be able to think of something off the top of your head, then use your research to have a question at the ready. Asking a question of a knowledgeable resource is respectful. Saying no is disrespectful and will be interpreted as such. Don't be the guy who says, "Oh, if I have any questions, I'll just look it up on the web."

6. **Present yourself as polished, personable, and articulate**

You need a business suit and dress shoes. Long story short: Dress like a banker, speak like a newscaster, and always be polite.

7. **Don't take shortcuts thinking no one will notice – Everyone notices**

Don't wear black sneakers thinking they'll pass as dress shoes. Don't wear athletic socks thinking no one's looking at your feet. Don't wear a suit blazer that doesn't match the suit pants. Etc. If you have any doubts about something you're wearing, follow your instincts and pick something else.

8. **Write notes on their business card after you finish speaking**

When they give you their business card, shake your hand again, and you depart, walk three tables away and write a few notes on the back of that card so you can reference your conversation later when you...

9. **Write a "Thank You" card afterwards**

If anyone took the time to talk to you and take your resume, write them a thank you card and be specific in it so they remember you. Refer to your notes.

Good luck!

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