Tips to get the most from career fairs

Before the fair:

1. Log in to Handshake https://wisc.joinhandshake.com and
    * Complete/update your profile
    * Review the list of organizations attending
    * Prioritize a list of organizations you want to connect with
    * Apply for appropriate positions at these organizations
2. Research organizations of interest and create 2-3 questions to ask each one.
3. Update your resume and make multiple copies.
4. Download the Fairs App (available from the App Store and Google Play)
https://www.thefairsapp.com/
5. Take care of details: what you will wear (business casual or business professional), where you will park, etc.

At the fair:

1. Do a few warm-up conversations with representatives from companies of less interest before approaching your top companies.
2. Greet the representative with a handshake and introduce yourself. Tell them what interests you about the company.
3. Ask your questions. Focus on having a short conversation.
4. Offer them your resume. Some may not accept a resume and will ask you to apply online. Be flexible.
5. Ask for a business card, offer yours if you have one. If they do not have business cards, make note of their name.
6. Thank them for their time and move on.
7. Take a minute to make note of a few points about the conversation that you can mention in your thank you email.
8. Always check with the employer before taking any materials from their tables.

After the fair:

1. Send thank-you email within 48 hours. If you don't have contact information, search for the representative to find an email or LinkedIn profile. In your thank you mention the UW-Madison career fair, date of the fair, and what you discussed (use your notes to be specific). If you applied for a specific job at the organization mention the name of job you applied for.
2. Reach out to the representative on LinkedIn https://www.linkedin.com and send a personalized message to connect.