



JOB & CAREER FAIRS

HOW TO GET THE MOST OUT OF THEM.

Sometimes overlooked, job fairs can keep you, as a job seeker, motivated and focused when finding your ideal role. Not only do they provide that important face to face interaction with recruiters and potential employers but they offer great career insights, a sound networking program and a chance to review your CV by those in the industry. You may even have the opportunity to attend a workshop or two!

At **Berry Recruitment**, we are big believers in job fairs and you may even spot our team at a few events across the UK (we are always looking to combine talent with opportunity, after all!) It's also because we've seen the success they can offer job seekers and we will happily share success stories if you decide to connect with us. For now, we would like to share how to make the most of job fairs as part of your job search.

DRESS TO IMPRESS

Think of the job fair as a mini interview process and dress for success by keeping it professional. Wear your go-to interview attire and plan as if you were attending the real deal. This will not only boost your confidence but it'll, most likely, be your first interaction with those with whom you wish to connect, so first impressions count! Comfortable shoes are also a must especially if you're attending a large event space.

SHOW INITIATIVE, ENGAGE & ASK QUESTIONS

Always introduce yourself in a professional manner by smiling and shaking hands when you reach a new stand or table. Make the first move, as they say. Even if you are nervous during introductions, try and show your enthusiasm for the event or opportunity - a positive attitude always sits well with potential recruiters.

Have in mind some questions you'd like to ask the experts that relate to your job search. This helps engage with new contacts and illustrates a considered approach towards your job search.

BRING SUPPLIES

Ensure you have ample supplies of your CV and business card (if you have one) – you wouldn't want to miss out on any opportunities due to lack of preparation. If you don't have a business card, consider creating your own attention grabbing version that provides your contact details and summary of your candidacy. At this stage, it's all about standing out from the crowd so this could be your chance to be creative alongside that all -important CV.

We also think it's handy to bring a notepad. In our experience, there's a lot to take in at job fairs and it definitely helps to make notes of any job hunting tips you pick up along the way, that way you can focus on your next interaction during the event with a clear mind.

COLLECT BUSINESS CARDS AND NETWORK

Networking is a key part of any job search and job fairs provide a great opportunity for networking - you really never know who you may meet next. Ask for and keep the business cards you've collected together with any notes you've made during the event and be ready to follow these up to keep that door open!

FOLLOW UP AND SAY THANK YOU

Always, always make a point of emailing any contacts you made and thank them for their time. This shows how serious you're taking your job search and reminds contacts that you are a strong candidate.

Remember to follow up any actions asked of you i.e. connecting on LinkedIn or completing an online registration and don't forget to let recruiters know that you'd like to keep in contact and hear of any new opportunities that may arise.

All that's left to say is good luck and we hope to meet you at a job fair soon. In the meantime, if you want some CV tips straight away, please take a look at our candidate zone or contact your local Berry team.