HOW DOES CAREER DAY “FIT” INTO YOUR RECRUITING PROCESS?

1) For some employers, this is their only presence on Grounds to conduct recruiting and meet potential candidates.
2) Other employers use Commerce Career Day as a part of their overall recruiting efforts at UVA. Taking this opportunity to make face-to-face contact with employers can make the difference of whether or not you are included on their on-Grounds interviewing schedule. This is an additional opportunity for you to indicate your interest in these firms.

USE YOUR TIME EFFECTIVELY

Know which organizations will be represented. Thoroughly research the organizations before you introduce yourself to the recruiters so you will be able to ask informed questions—and respond to any questions with confidence. Commerce Career Services will provide a searchable database of the employers attending the Career Fair on the Commerce Career Services Web site.

Make a list of the representatives you want to meet. Prioritize them. Don’t meet with your top choices first. Try out your greeting and introduction on two or three who are nearer the bottom of your list so you will have a chance to better prepare your introduction before you approach your top choices.

DRESS PROFESSIONALLY

You will succeed in creating the impression that you are serious about your future employment opportunities if you dress in appropriate business casual attire. Come by Commerce Career Services to pick up the What To Wear handout on dressing for success. The handout is also available on our website.

BRING A LOT OF RESUMES

With more than 100 companies being represented at Career Day, having enough resumes to last through the day is essential. The resume should be well-written, follow established resume development guidelines, and be professional in appearance. Be sure to have your resume critiqued in the Commerce Career Services office before Career Day. Please see the Resume Writing handout to get you started.
BE CONFIDENT AS YOU APPROACH EACH EMPLOYER

The purpose of a Career Fair is for students and employers to meet and exchange information. Don’t hesitate in your approach! Take the initiative and introduce yourself. Walking up and introducing yourself to a recruiter may be uncomfortable, and you may feel awkward and unsure about how to begin a conversation. However, recognize that, as in any new situation, first impressions begin with the moment you approach an employer. Make that moment count!

Walk up confidently, say hello, introduce yourself, and shake the representative’s hand. Be sure to establish eye contact and smile. Plan to give a 45-second summary of your qualifications as they pertain to each employer after you introduce yourself. The more recruiters you speak with, the more skilled you will become at these first introductions. Also, try to have one or two questions in mind for each employer. The questions should reflect the research you have done on the employer and your interest. Show them that you have a purpose in being there. Ask questions about their hiring plans, employee training programs/professional development opportunities, their organization's upcoming projects, goals, or future areas of growth, the organizational culture and environment, and what skills are valued most at the company. Be able to relate your experiences and skills to the type of position or employer you are interested in.

TIP: If you are waiting in line to speak with a recruiter at a booth, do not be afraid to discreetly listen in on the conversations taking place before your turn to gain additional insight and avoid repeating the same question.

SEND FOLLOW-UP LETTERS

Ask for a business card before you leave an employer. This will ensure that you have the proper name and address of the representative with whom you spoke.

Send a thank-you letter within a week of the event. Be sure to remind each recruiter that you met him/her at Commerce Career Day and that you appreciate having the opportunity to discuss career opportunities with him/her. Refer to important points that were discussed, and refer to strengths and relevant experiences you highlighted during your conversation. You may wish to include a copy of your resume.