



ASK us about...

Job Prospects



How to make the most of Recruitment Fairs

Graduate recruitment or career fairs can offer far more benefits than simply job vacancies or placement opportunities.

Go along prepared and you could find yourself coming away with much more than you first expected!

Need more help? Just ASK!

- Visit the Help Zone at Student Services:
 - City North Campus (Perry Barr), First Floor Baker Building
 - Gosta Green, room G27
 - Edgbaston Campus, Second Floor Seacole Building
- Dates and times of drop-ins are available on our website www.bcu.ac.uk/student-services/see-us, along with details of how you can contact us.
- You can access useful links and information at www.bcu.ac.uk/student-services/careers, or telephone **0121 331 5588** for help and advice.

Student Services Career Zone, October 2009

View our full range of leaflets online:

www.bcu.ac.uk/student-services/careers/handouts.html

How do recruitment fairs work?

Fairs are made up of large employers who want to showcase their company and the career options open to you. They will often use recent graduates who have joined their organisation to tell you how wonderful it is to work for them. They usually offer lots of glossy brochures and freebies to entice you in their direction.

The trouble with attending large regional fairs is the likelihood that every other student and their dog will be there too! So even if you are a very able graduate, with your peers all vying for the same appointments as you, you will need to try many different ways to maximise your chances of getting noticed.

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Preparation, preparation, preparation!

Before the fair, there are a few simple steps you can take to ensure that you are prepared to meet those employers and create a positive impression.

Prepare a CV

Try to target your CV towards the employers you want to impress. Pick out skills and key words from their website.

Research

Take a look at the websites of the companies you are interested in as well as the site for the Recruitment Fair you will be attending.

Have questions ready to ask

Make a good impression and show your interest by asking appropriate questions to the employers. It will show that you have researched into the company and are eager to find out more.

Have some answers prepared

Don't forget that employers will want to know about you too. Prepare as if you are going to an interview: think about your skills and experience; your interests; as well as your career goals and motivations.

Dress to impress

Remember first impressions count! This is the first time you will be meeting a potential employer; show them that you mean business by dressing smartly in a suit.

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At the fair

Get there early

With large volumes of your fellow students and graduates attending on the same day, you will need to get there early to avoid the crush. Arriving early will also allow you a chance to look at the map of the venue and plan which stands you will visit first.

Attend seminars

If there are seminars on offer, make sure you find out if there are any relevant ones to your chosen career. These are run by experts who may be offering "insider" information and top tips on the industry.

Expand your networks

Remember to see every person you meet as a potentially useful contact for the future; recruiters and fellow graduates alike.

Practice your interview skills

Even if you aren't offered a job or placement on the spot, talking to prospective employers about graduate schemes can help boost your confidence at talking about yourself to a stranger.

Gather information about companies

Investigate what placements and jobs are offered as well as the company ethos.

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