



Job fair: why go?

Content:

Preparation (page 2)

1. Setting Goals
2. What I can offer
3. Elevator pitch
4. Questions
5. Homework

At the fair (page 6)

1. Dress up
2. Strategy
3. How to recognize success
4. How not to get discouraged

After the fair (page 7)

1. Follow up
2. Linked in

Job fair

Job fairs have found a firm place in university life because they offer companies easy access to future alumni. For students, it is convenient to see what the job market offers and find a job or arrange an internship or a summer job.

This common perception of the fair supports the idea that it is a place where I have to show "muscles" in the form of experience, knowledge, and willingness to work. It is an event suitable for final-year students or those studying in fields that allow work while studying. Where I should only go if I am looking for a job, internship, or temporary work.



But is it? The truth is that many company representatives also see it that way and make it clear that they are mainly interested in the graduating class. But this shouldn't surprise or disgust us in any way.

A university fair is a laboratory or field exercise - a space for self-learning and development. What parts of skills can you develop in this workout field:

- Communication
- Resilience and flexibility
- Curiosity
- Self-presentation and personal brand
- Proactivity
- Knowledge of the labor market

And yes, trade fairs play to people who are extroverts, are not afraid, and have something to show. They're easier for final-year students. But it's the introverts and beginning students who benefit the most. Consciously exposing ourselves to a stressful situation that has no real impact on our lives, at most on our egos, allows us to grow the most. Our minds need training. It is the same as with the body; stretching, moving actively, and toughening up are recommended to be healthy and feel fit.

If you decide to participate in this challenging exercise, preparing is a good idea. So, let's make a plan.

LET'S
GO!

Preparation



The atmosphere of a trade fair can be overwhelming—dozens of booths surrounded by hundreds of students, the noise of discussions and chatter. And you're right there in the middle of the buzz. Slowly, nervousness and apprehension build. You pace past the booths, not committing to anything. It's perfectly okay to be nervous, but don't let fear paralyze you. It's good to be prepared.

Setting Goals

Think about the objectives of your visit and what you want to achieve. What, if you do, will give you a reason to reward yourself? You'll be much more committed to action when you think about this. Here are some examples for inspiration:

- Find a summer job or internship program
- Find out what salary conditions are like in the industry
- Explore career opportunities in my field
- Have my CV checked
- Find out what skills and experience are essential to employers
- Working together on a BP/DP
- Please find out the contact details of the head of the department I would like to work in

You can invent your own goals without limits to your imagination. You don't necessarily have to have one goal, even 10; why not? And remember, you can change, modify, abandon, or copy from a friend anytime.

What I can offer:

A short reflection on yourself



There are several ways to reflect on your skills. For example, you could write down all your previous experiences (jobs, hobbies, part-time jobs, volunteering), and for each one, write down a few things you are proud of and add some numbers.

Re. Team leader: Works as part of a team of three other leaders and is responsible for 14 children, with whom they take six-weekend trips and one three-week camp per year. I.e., leadership, planning, event management, and responsibility.

Elevator pitch

When you decide to come to a booth, there is always the question of how to start the call. And that's what the elevator pitch is for - a concise speech to start the conversation.

Suffice it to say:

WHO YOU ARE AND WHAT YOU ARE LOOKING FOR

Hello, I am a student of XX and very interested in nutrition. I would like to know who and how the ministry takes care of this field (or any other goal you have).

Questions

QUESTIONS ARE INCREDIBLY IMPORTANT - SAYS 12 OUT OF 10 MANAGERS, and it's a good idea to think through some questions at home. Have 2-3 questions ready. Feel free to write them down on paper; if there is an "awkward" moment of silence, you can fill it in.



That's right; the questions will allow you to see if the company is good enough for you and show that you are ACTIVE and CURIOUS. What to ask?

Do they have a job for you?

Instead of, "Do you have something for the tax man?" you can try asking: "I'm interested in tax issues - what departments at your company could use me?"

How much money is offered to alums?

Instead, they will try to avoid answering how much money they are offering. But you can "sniff" them like this, "How will you look at me if I ask for 37k?" "If I wanted a salary of 45k CZK, how long would it take to get that kind of money with you?"



Other questions:

- *What does the adaptation process look like?*
- *If I have an innovative idea, how do I present it so that someone in the company will take it on board?*
- *What about vacation and sick days?*
- *What are your benefits? They said in school that benefits are often a hidden solid package on top of your salary, so I'd like to check that out.*
- *I know this is dumb, but what kind of company cars do you have, who gets them, and when?*
- *What could my undergrad/diploma be to help me towards a position at your company? Alternatively, how do I approach you if I want some consultation on my work?*

- *How does my CV impress you? What else could I add (regarding learning) to make me a good candidate for you?*
- *How much do you read cover letters?*
- *If I were interested in this position, who could I talk to about the position?*

You can ask all the questions, add your own, or edit them. Fingers crossed!

CV

It is a good idea to update your CV before the fair. You always need to find out when it might come in handy..

„Homework“

Company survey:

Look through the employers you may meet at the fair and divide them into three groups:

• **Wow, dream job**

- Google these, look at their current job listings, and prepare questions that interest you. If these companies have a presentation, see who is coming and look at their profile (experience, studies).

• **Interesting**

- Having a basic understanding of what companies do and what positions they offer is exemplary.

• **„Meh“**

- We cheerfully ignore them.

At the fair - clothes

There is no strict recommendation for university fairs, and recruiters are more tolerant than usual. But talking to someone with a hat over your head and headphones in your ears doesn't help. Sticking to the old truth is advisable: "Dress as if you already have the job you want." Read more here: [How to dress for an interview? \(welcometothejungle.com\)](http://welcometothejungle.com)



Strategy

Did you know that before your brain is ready to perform, it needs about 10-15 minutes to warm up? You know this from reading a book, where the 1st page is often the most challenging. That's why it's a good idea to try a meeting with a company you're not interested in to warm up properly.

Walk around, observe, and listen to what is happening around you. Then try to browse 1-2 stands from the category INTERESTING. When you feel on your A-game, move to the Wow, dream job booths.



If you go around all the Wow, Dream Job booths and still have enough energy and time, stopping by other booths certainly doesn't hurt. The world is unpredictable, and you never know where an opportunity will surprise you.

How do I recognize success

Asking questions is a sign of interest, and it is a success if the other party starts asking you questions. Another sign of success is if they want to contact you and give you a business card with personal contacts - email, phone.

How many personal business cards will you collect during the fair? 😊

"Look at our website, and if you find something, drop us a line."

You may occasionally hear such phrases from recruiters at a trade fair, and it's guaranteed to make you cringe because that's what you'd think, too, right? Don't despair, and don't lump everyone together. They're also human, and sometimes you run out of steam. Try the next one or come back later (RESISTANCE and INSOLENT are excellent skills; by trying again, you are training it because it forces your brain to have a corrective experience).

How not to get discouraged

Here, you will find some reactions on how you can counteract:

- *Thanks a lot; I'll check it out. But I'm still interested in.....*
- *I already looked. I'm intrigued by this position; who could give me more info?*
- *I didn't find any open positions, but how often do you find people with my skills, and for what positions?*

Don't be discouraged. This, too, is a manifestation/training of your resilience. And that you feel like you're acting like a jerk? Don't worry about it. They won't remember you in 10 minutes.

After the fair

And you're done. The fair is over, and you can put it all behind you. However, you can still take some steps to make the most of your experience.

Follow up

Review the business cards, materials, and gifts you brought home from the fair when you get home tonight. Send a thank-you note—a simple email or LinkedIn message to company representatives.



Example:

"Hello,

Your answers helped me a lot, and it was great to see that I can send my CV easily.

Kind regards,
XX"

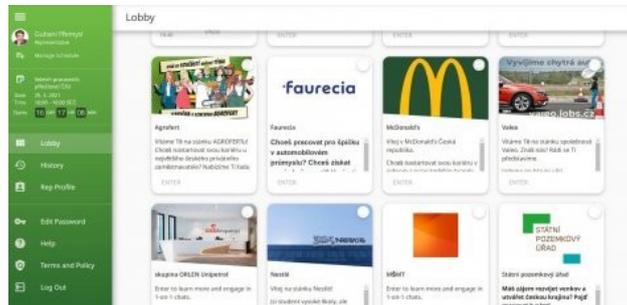
BRAZEN

We are moving with the times, so we are introducing Brazen - an app that will make the trade fair significantly more enjoyable.

Register  After registration, fill in your profile and upload your CV.

Browse the stalls

You can browse the exhibitors' stands as soon as you have registered. See who they are looking for and what they offer. If a booth catches your eye, you can leave a message and draw attention to yourself ahead of time. You don't have to google, but with a few clicks, you can see what companies are offering and what positions they are filling.



Get in touch

A company representative can take your name during the fair and connect with you. This way, they will get your CV and remember you.

If your visit to the booth is not just about gifts on tables, but you exchange a few words with the recruiter, the chances of him contacting you in the future will multiply.

