Attending a career fair can be intimidating. Here are some helpful tips to make you confident, comfortable and prepared for the Colorado School of Mines Career Day.

**STEP I. PREPARATION: PLAN FOR SUCCESS**

A list of participating organizations is made available in the Career Day Program Guide weeks before the event. To enhance your time at Career Day, highlight the companies that you’re interested in, so you can conduct proper research.

- Look up each company in the program guide and in DiggerNet to obtain information on the organizations. Choose your top 12 – 20 companies to visit.
- Create and practice your basic 30 second commercial. Include a “hook” statement. This should be slightly customized for each company.
- Visit each organization’s website to find out information such as company history, mission, products, services, the latest press releases, office locations, open positions, etc.
- Many libraries will have extensive business databases listing everything from the company’s key executives and staff members to primary competitors, to the outlook for business growth. Research news articles through Internet search engines.
- Use this research to create a tip sheet on each company with a short list of concise, but constructive questions. According to employers, a key reason why many candidates are not hired is they have not researched the respective company prior to conversing with them. Your preparation will become evident in your interaction with the company representatives. You’ll be able to engage in conversation, and both ask and answer questions more intelligently.

**STEP II. IMPLEMENTATION: THE DAY TO IMPRESS**

First impressions are very important. Only a small percentage of students will stand out in the minds of each recruiter at the end of the event. Be one of those people by following these simple steps:

- **Dress professionally.** *Remember that a smile and eye contact enhance your first impression look!*
- Bring hard copies of your professional resume. Prior to handing these to employers, the Career Center Staff should review your resume no later than one week before Career Day. **Tip: You can also pre-register for the Monday, September 14th WIRED Resume/Practice Interview event.**
- Make sure you know who you’re speaking with. Review your company notes just before speaking with the recruiters.
- Turn the cell phone off…put the iPod away.
- Be confident in your presentation. Practice your best handshake with eye contact, as well as your verbal introduction. It may sound inane, but practice does make perfect.

**STEP III. FOLLOW THROUGH: GREAT COMMUNICATION IS THE KEY**

One of the most valuable assets that recruiters are looking for is good communication skills. This is an indicator of how well you will communicate with colleagues and clients. Listed below are suggestions:

- Attend the company Information Sessions after Career Day. Check DiggerNet for the schedule of these events as well as all on-campus interviews.
- While meeting with the recruiter, let him or her know that you would be very interested in an interview. Ask about the next step. It is important to verbalize this statement with a quick, specific reason why working for the company is important to you.
- Ask for a business card. If the recruiter does not hand those out, make sure you write down the full name of the person as soon as you are finished at the booth. Most companies have listed their primary contact information and contact person in the program guide. However, you want to make sure that you are actually sending correspondence to the person that you met with.
- Show the recruiters you appreciated their time by sending a thank-you, with resume attached, following the event. If a second interview isn’t scheduled immediately, don’t worry… maybe your email will help them invite you back.