



A step-by-step guide to securing a job at your next careers expo

Career expos can be a goldmine for job seekers, offering direct access to employers and opportunities to stand out in a sea of candidates. Here's how to navigate a career expo effectively and increase your chances of landing a job.

1. Understand the event

Career expos, also known as job fairs, are events where job seekers and employers meet face-to-face. They offer a chance to explore job opportunities, network with industry professionals, and make a memorable impression. These events may be hosted on university campuses or virtually and are usually packed with valuable insights and networking opportunities.

2. Research participating companies

Before attending the expo, review the list of companies that will be present. This information is often available on the event's website. Research these companies to understand their mission, values, and current job openings. This preparation will help you tailor your conversations and show genuine interest in their organisations.

3. Leverage the experience

Recruiters are there to promote their organisation and to get you to apply for their programs and opportunities. But they are not there to recruit you on the day! Ask tailor questions about the industry. Build your knowledge of the organisation. Find out information that you couldn't just find on their website. Make a connection on LinkedIn.

And then use this information to craft a really good, targeted application, and say you engaged with them at the UOW expo!

4. Craft your elevator pitch

Develop a brief, engaging elevator pitch that summarises who you are, what you do, and what you're looking for. Aim for 30–60 seconds. Practice it until you can deliver it confidently and naturally. Your pitch should include your key skills, career goals, and why you're interested in the companies you're targeting.

5. Dress professionally

Your appearance can significantly impact the first impression you make. Dress in business-casual attire that reflects professionalism but is also comfortable. A polished outfit helps you stand out and conveys that you're serious about the opportunities you're pursuing.

6. Bring essential supplies

Equip yourself with a few key items:

- Notepad and pen: For jotting down important information.
- Mobile phone: Fully charged for scanning QR codes and taking notes.
- Update your LinkedIn: Use the QR code feature to easily connect with potential employers.

7. Prepare thoughtful questions

Have a list of insightful questions ready to ask recruiters. These might include:

- What specific skills and experiences are you looking for in candidates?
- What does the hiring process entail?
- Can you describe the company culture and work environment?

Asking thoughtful questions demonstrates your genuine interest and helps you gather valuable information.

8. Follow up after the expo

Collect business cards or contact information from the recruiters you meet. Send a thank-you email or note expressing your appreciation for their time and reiterating your interest in their company. This follow-up can help you stay on their radar and reinforce your positive impression.

9. Stay positive and engaged

Throughout the expo, maintain a positive attitude and engage actively with recruiters and fellow attendees. Your enthusiasm and professional demeanour can leave a lasting impression and set you apart from other candidates.

By following these steps, you'll be well-prepared to make the most of your career expo experience and improve your chances of securing a job. Remember, career expos are about making connections and showcasing your readiness for the next step in your career.