



Recruitment Fair Ready

Fall 2024

The Centre for Career Design



WELCOME

THE CENTRE FOR CAREER DESIGN

The Centre for Career Design, the CCD, is here to support your journey to career success throughout your time at the Schulich School of Business.

- One-to-One Appointments
- Interactive Career Foundations Workshops
- Industry Insights & Networking Events
- Job Postings and Recruitment Events
- Digital & AI Tools & Resources



career@schulich.yorku.ca



SSB Room N202
M-F 8:30-4:30



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CAREER CONCEPTS

What is a Recruitment Fair?

Recruitment Fair: A recruitment fair is an event where several different employers and/or recruiters meet with job seekers in order to find talent for current or future job openings. A recruitment fair can be virtual, but usually takes place in person.

The format of recruitment fairs can vary, and may include:

- structured networking sessions or areas
- impromptu informational interviews
- scheduled mini-interviews
- industry panels, keynotes, or info sessions



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Why Attend a Recruitment Fair?

Whether you are looking for immediate job opportunities and internships, or just planning ahead, attending a recruitment fair is a great way to connect with employers, practice the skills needed for successful interviews, and gain confidence in your ability to network effectively. Recruitment fairs give you the opportunity to:

- meet employers with current openings who are looking for talent
- find out which skills and competencies are important to employers in your specific area of interest
- learn about career paths you may not have considered
- be proactive in planning your future

Plan Your Approach

1

Which companies are attending the recruitment fair, and which roles are they likely recruiting for?

2

Who are you most interested in speaking with?

3

How are you going to make a positive impression?

Know Before You Go

1

Which companies are attending the recruitment fair, and which roles are they likely recruiting for?

Often, the list of employers attending a recruitment fair will be shared in advance. Use this list to research companies, noting relevant information including:

- Business, Product or Service Offering
- Market Share and areas of growth
- Any recent headlines - company or industry
- Any posted/open roles in your area of interest/expertise

Know Before You Go

2

Who are you most interested in speaking with?

Based on the information you've gathered through your research, make a list in priority order of which organizations you want to speak with. Think about the order in which you will approach them, considering:

- **Opportunity:** Recruitment fairs get BUSY, you may not have the same access and quality time with each company
- **Confidence:** Will you feel most confident and fresh at the beginning of the event, or will you feel more prepared after visiting (practicing!) with some of the employers further down on your priority list
- **Prospects:** Which companies have open opportunities that most align with your interests, expertise, and job search timeline?

Know Before You Go



3

How are you going to make a positive impression?

Recruitment fairs are full of energy, opportunity, AND other job seekers. Doing some preparation beforehand can make sure you stand out from the crowd in a positive way, and make a great impression on employers.

- **Professional Attire:** Think about the dress-code of the companies you are most interested in speaking with, and try to mirror their approach. If there is a stated dress code for the event, follow that.
- **Elevator Pitch:** Have a brief introductory statement ready that includes your name, your educational background/current area of study, and one or two of your current career goals. This should take between 30-60 seconds to say.
- **Go solo:** Avoid approaching employers with a friend or in a group. Walk confidently by yourself, giving employers the opportunity to hear from you without splitting focus.

Engaging with Employers

It is the day of the fair, and time to put your preparation into action! Review your research and goals for the event and then approach your first employer:

- Say 'hello' and introduce yourself using eye contact and a clear voice; listen carefully for the representative's name and other introductory information.
- Consider your comfort level, and that of the representative; if appropriate offer a firm handshake. There are many reasons someone may not shake hands, and that is okay!
- Listen attentively to what the representative is saying, and respond accordingly using elements from your elevator pitch.
- Monopolizing a representative's time never leaves a good impression. For a busy event spend 5 or so minutes at each table, ask for a business card or permission to add on LinkedIn, and express genuine thanks for their time. If there are fewer attendees, you can increase your time slightly without over-imposing.
- Before heading to your next employer/table, take a moment to reflect on your interaction; note any areas for improvement and write down any important 'notes to self' to support meaningful follow-up.

Lights
CAMERA
ACTION!

Top Tips for Success

- Make sure your LinkedIn is updated and that you know how to share your LinkedIn QR code.
- Update your Resume. Carry a few print-outs with you for sharing if requested by a recruiter, and have a link/QR code to a virtual version.
- Arrive early. Recruiters are often more enthusiastic at the beginning of events, and you might avoid 'fair fatigue'.
- Dress appropriately. Carry a laptop bag or briefcase instead of a backpack for additional polish.
- Wear your name tag if provided. In the noise and busyness recruiters appreciate visual cues.
- Follow up! Send a thank-you note to any recruiters or representatives you spoke to within 24-48 hours following the fair.



ON-CAMPUS RECRUITMENT FAIRS

SEPTEMBER 2024

Tuesday

3

Big 4 CPA

Thursday

12

Consulting

Friday

6

**Mid-Size & Industry
CPA**

Tuesday

17

CPG + Marketing

Wednesday

11

Finance

Wednesday

18

BBA



Register on Handshake!

ON-CAMPUS RECRUITMENT FAIRS

OCTOBER 2024

Tuesday
8 **Healthcare
& Supply Chain**

Thursday
10 **Technology**

Tuesday
29 **Alumni
Businesses**



Register on Handshake!



THANK YOU



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