

# MAKING THE MOST OF THE CAREER FAIR



**BENTLEY**  
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## What is the goal of a Career Fair?

- It is a chance for you to meet face-to-face with company representatives, learn more about what they do, their culture, and potential internship or full-time opportunities. Many companies send Bentley alumni back to campus so you may see some familiar faces.

## What types of companies attend career fairs?

- The career fairs at Bentley include companies in a variety of industries. Download the free 'Bentley Career Fair Plus' app in the app store or the Google play store and start doing your research before attending the fair. The app will have information about the companies and the positions they are seeking to fill. You can also log into BentleyLink and find the Career Fair under the Events tab.

## Update your information in BentleyLink before the Career Fair:

- Update your year in school and planned graduation date in BentleyLink under the 'My Account' tab and then 'Academic' tab. This will ensure your name tag for the career fair prints out with the correct information.

## How can I make the most of my time at the fair?

- Lines tend to be long and you only get a few minutes to speak with representatives. Prior to the event research the companies so you know which ones you want to visit. This may include viewing the company's website or looking in BentleyLink to see what jobs or internships the company may have posted. BentleyLink will give you a brief description and job qualifications such as class year they are seeking and work authorization the student must have. This information can help you plan your time at the fair effectively. Also, think about your network – maybe a friend interned there or you know someone who works there. Networking is an integral part of your career search strategy from now through all future jobs - so get started and have fun. Remember, these company representatives are coming to Bentley because they want to meet Bentley students!

## If I meet an employer and give them my resume, does that mean I've applied for a job/internship?

- Not necessarily. Do not assume that because you met a company representative and handed them your resume, that you have applied for their job opening. If they have posted an opportunity on BentleyLink, you will still need to submit your resume and maybe cover letter or other requested documents electronically. In addition to BentleyLink, you will probably be asked to go on the company website and apply there also. Both steps will then be necessary to be considered an applicant at that company.

## What should I bring?

- Bentley student ID
- Pen to take notes
- Multiple copies of your resume to leave with each company you seek to visit.
- Padfolio/Portfolio (to take notes and hold your resumes should it be appropriate to hand them out)
- A positive attitude

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## How should I dress?

- Business attire is required. This means a conservative suit (blue, black, gray), white or light colored shirt, colored dress socks, and polished dress shoes. A tie is needed to complete this business attire look. If wearing a skirt suit this means a conservative skirt (not too short) a light colored shirt and polished dress shoes (the heel should be no more than 2 inches). Minimize or skip wearing perfume or cologne.

## Questions you may be asked:

- The company representatives only have a few minutes to chat with you and will have numerous students speaking with them throughout the day. So be prepared to introduce yourself and be ready to answer questions which may include: “Why are you interested in this company/position?” Or, “What major are you? How did you select that major?” or the “Tell me a little about yourself request”:

## “So, tell me a little about yourself...”

- Do you know how you would respond to this? Be brief (no more than 45 seconds). Focus on your strengths, goals, and experience. If the company asks about you have a very brief overview ready. Example below:
- “I am a senior at Bentley University majoring in Marketing. I will graduate in May 20xx and hope to pursue opportunities in Corporate Communications, ideally at a large commercial bank. Last summer I was an intern at Fidelity in their Corporate Giving department where I was responsible for x, y and z. I am particularly proud of the fact that, while there, I redesigned their database resulting in a 30% increase in efficiencies. I really enjoyed the work and am looking forward to pursuing a career in this field.”

## How do I follow up with individuals afterwards?

- Over 300 industry representatives attend the Bentley Career Fair and the Career Services staff does not collect business cards. You will need to get the name and contact information of the people you speak with if you want to follow up. After the event, follow up with a personalized email, thanking the individual for their time. Do this only for those companies you may be interested in pursuing at a later date. Email should be sent within a few days of the event. If someone invites you to connect on LinkedIn be sure to do that.

## Anything else I need to know?

- Make sure your handshake is firm. Maintain good eye contact. Your nametag goes on the right hand side. Be brief. Be enthusiastic—smile! Thank the recruiter for their time. It’s a long day for them too!

## Tips for after the Career Fair:

- Companies will use the email and cell phone number you provide on your resume, so please make sure your voice mail is set up and professional. Ensure your voicemail storage is cleared out and has room for messages.
- Check your email and make sure important communications from employers are not going in to a spam or junk folder.