

# Instructor's Guide

for

## ***Secrets to Job Fair Success DVD***

### **Overview**

The world of work is changing. The way that people find work is also changing. Traditional job search methods, such as responding to classifieds, filling out applications, or cold-calling companies, can be time consuming and expensive for employers and job seekers alike.

Job fairs represent a valuable job search alternative. By having fifty to a hundred employers gathered in one place, job seekers can learn about companies and openings in a variety of industries, and employers can make face-to-face contact with hundreds of potential employees.

This video discusses the value of job fairs and strategies for making the most of them. By watching the video and discussing the concepts it addresses, students will be more aware of the importance of attending job fairs and will be more prepared for the job fairs they attend.

### **Presentation Suggestions**

Begin by asking students whether they have ever attended a job fair. If so, what was it like? Was it productive? What kinds of employers and industries were represented? How were employers and job seekers dressed? What kinds of questions did employers ask? Try to get a general sense of how job fairs are run and what purpose they serve. If none of your students have ever attended a job fair, discuss the job search methods they *have* used, such as answering classified ads. Have those methods been effective? Have students had trouble getting interviews? How would they like to be able to interview with dozens of companies—companies that are actively looking to hire people—all in one place at one time? What could the students themselves do to prepare for such an event?

When you feel students have begun thinking about these issues, give them the **Anticipation Quiz** to complete prior to watching the video. If you wish, allow the students to state their answers and discuss them.

Show the video. Encourage students to take notes or to make changes to the answers they put down for the Anticipation Quiz while watching the video.

At the conclusion of the video, ask students to discuss any changes they made to their answers on the Anticipation Quiz as a result of information they learned. Follow up this discussion with the **Activities**.

Use the **Discussion Questions** to request oral or written responses from students or assign the questions as homework essays.

Give the **Quick Quiz** at the conclusion of class and correct the quizzes as a group. Assign the **Homework Option**, if desired.

## **Anticipation Quiz**

**Directions:** Answer these questions as completely as possible. You may revise your answers as you watch the video.

1. What is a job fair?
2. Why do some employers prefer job fairs as a way to find new hires?
3. What can you do to prepare for a job fair?
4. What should you do after the job fair is over?

## **Answer Key**

1. A mutual gathering of employers and job seekers in an attempt to recruit personnel.
2. They are often more cost effective. They also give employers a chance to meet potential employees face-to-face right from the start.
3. Review your resume. Research the companies. Prepare an introductory statement.
4. Send a thank-you note to any recruiters or employers you spoke with.

## **Activities**

### **Activity #1**

**Title:** The One-Minute Commercial

**Format:** Individual/Group

**Time:** 20–30 minutes

**Materials:** paper, pen

**Procedure:**

1. The video discusses the importance of selling oneself at job fairs and suggests that job seekers should prepare a one-minute commercial introducing themselves and suggesting why they are a good fit for the company. Such a pitch usually consists of the following:

- A formal introduction
  - A statement saying why the student is interested in the job
  - Statements listing the skills, training, and experience the student can bring to the job
  - A closing that states what the student hopes to get out of the interview
2. Have students prepare their own one-minute commercials, writing them out on a sheet of paper. Then you can either have students pitch their commercials in front of the whole class or break them into pairs so that students can make their pitches to each other.
  3. When all students have finished making their sales pitch, come back together as a whole group to discuss strategies for making these introductory statements more effective.

## Activity #2

**Title:** Mock Job Fair Interviews

**Format:** Pairs

**Time:** 5 minutes each

**Materials:** Copies of resumes

### Procedure:

1. Job fair interviews aren't the same as traditional interviews. Recruiters usually only have 3–5 minutes to spend with each candidate. For that reason, job fair interviews are often more structured and less conversational. It is a good idea to practice these mini-interviews before attending job fairs.
2. Divide students into pairs and designate one as the “recruiter” and the other as the “job seeker.” Have the recruiter pick four of the questions from the list below to ask the job seeker. After the four questions have been answered, have the students switch roles and repeat the process. Be sure to practice professional introductions as well.
  - Tell me about yourself.
  - What are your skills?
  - What are your goals?
  - What do you have to offer this company?
  - What are your strengths?
  - What are your weaknesses?
  - What successes did you have at your last job?
  - Why do you want to work for this company?
3. When all students have had the chance to practice answering questions, come back together as a whole group and discuss strategies. Which questions gave students the most trouble? What impressions did student “job seekers” make on “recruiters”? Based on the five minutes recruiters had, would they hire the person they interviewed? Why or why not?

## **Discussion Questions**

1. The video discusses the changing nature of the job search. What difficulties do job seekers face today finding employment? What advantages do job fairs offer over more-traditional job search methods?
2. Why is it important to know your skills and interests before attending a job fair? How can that help you make your sales pitch to potential employers?
3. Job fairs are all about first impressions. What can you do to make a positive first impression on a recruiter?

## **Quick Quiz**

**Note:** You may read these questions out loud, allowing time for students to respond, or copy and hand this out as a written exercise.

**Directions:** Indicate whether each statement is true or false, according to the video.

1. Job fairs are expensive and inefficient ways for employers to fill positions.
2. You should research the companies attending a job fair ahead of time.
3. You won't need copies of your resume at a job fair.
4. If a recruiter doesn't have a job you are interested, there is no point meeting with that recruiter.
5. Job fair interviews are informal conversations that you don't have to prepare for.
6. The World Wide Web is a good source for researching potential employers.
7. You should always call the job fair coordinator to get a list of companies that will attend.
8. Recruiters will never hire anyone just based on an interview at a job fair.
9. You should visit only those booths in industries you have work experience in.
10. The other people in line are your competition. You shouldn't talk to them.

## **Answer Key**

1. False. They are actually cost-efficient ways for employers to meet with several job seekers at once.
2. True. The more you know about a company, the more you will impress that company's recruiter.
3. False. Employers expect you to submit a resume. Bring more copies than you think you will need.
4. False. They may know of other recruiters at other companies that you *are* interested in.

5. False. Job fairs provide interview opportunities that can be highly structured and formal. Be prepared to answer traditional interview questions.
6. True. You can also call the company and ask for information or visit your local library.
7. True. Having the list can get you started on your research and will also help you focus on those companies you are most interested in.
8. False. Sometimes job seekers are hired on the spot or soon after.
9. False. Companies and organizations may have a wide variety of positions available. Visit as many booths as you can.
10. False. While they may be competing for the same jobs as you, you should still network with them. They may know of other open positions that they aren't qualified for or aren't interested in.

### **Homework Option**

Have students research upcoming job fairs in their area using the Internet. Have them write down dates and times and obtain lists of participating companies. Then have students share their findings with the whole class during your next meeting. Good places to start researching include the following:

- <http://resources.monster.com/job-fairs>
- <http://www.targetedjobfairs.com>
- <http://www.job-hunt.org/fairs.shtml>
- <http://jobexpo.com>
- <http://www.careerbuilder.com/JobSeeker/CareerFairs>

*See [www.jist.com](http://www.jist.com) for many other career and job search resources, including books, assessments, videos, and more.*