



**2024**  
**Career Fair**  
**Guidebook**

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# What is a Career Fair?

A Career Fair is a professional recruiting event during which various employers seek out prospective employees for their companies. As such, it is a fantastic opportunity for students to learn about different industries and grow their professional network, and for recruiters to identify and hire promising students for a role in their company!



EXPO is an annual career fair held at Purdue in the spring semester that attracts more than 200 companies and over 5,000 students every year. For 2024, EXPO will be hybrid—both in-person and online—to accommodate all Boilermakers!

# 2024 EXPO Career Fair Information

## ***In-Person Seminars:***

*Monday, February 5<sup>th</sup>, 2024, from 3:30 to 8:30  
PM EST at the Stewart Center*

## ***In-Person Fair:***

*Tuesday, February 6<sup>th</sup>, 2024, from 8 AM to 3 PM  
EST at the France A. Córdova Recreational  
Sports Center Gold & Black Gyms*

## ***Virtual Fair:***

*Wednesday, February 7<sup>th</sup>, 2024, from 10 AM to 4  
PM EST on the CareerFair+ Video Conference  
platform*

# CareerFair+



If you are unsure how to use the CareerFair+ platform, or just want to learn how to best prepare yourself for this year's fair, check out our handy guides!

[Web Page Guide](#) – For the CareerFair+ online website



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[Mobile App Guide](#) – For the CareerFair+ mobile app, available on the iOS and Android app stores

# Before the Fair



## Know Yourself

Every recruiter wants to hear why you want to work for their company specifically. Be yourself, be at ease, and make sure to highlight your individual interests and uniqueness! If you're stuck, or find yourself missing important details and information, check out the CCO's Career Decision Making Model as a resource to help identify your personal strengths and skills.

The CCO's [Career Decision Making Model](#)

## Update Your Résumé

- With your personal strengths, interests, and experience in mind, draft a résumé! This is a **one-page summary** of all you've accomplished.
- If you're in the initial stages of creating a résumé, check out the [CCO Website](#) for brainstorming help or get inspiration from some of the templates in their [Career Success Handbook](#).
- If you're looking for resume review and tips, you can schedule an appointment with the CCO beforehand, or use the online enhancement tool [Vmock](#).

## Cover Letter

Cover letters are a great way to stand out among other applicants. They are a personal letter detailing your specific interest in a company and are separate from your resume. Successful Cover Letters will illustrate your interest and how you hope to contribute to the company. The CCO has a great [guide](#) to get started!

## Elevator Pitch

An elevator pitch is a short 30-second speech that is a great way to introduce yourself and start a conversation with a recruiter. Some things to consider adding to your elevator pitch are your *name*, *background information*, and *career interests*. If you want to go above and beyond, tailor your elevator pitch to each company you visit at the fair by including *interests within the company's sphere of influence*. If you're having any trouble starting, the [CCO blog](#) has some great tips to help you out!

## **Company Research and Selection**

Before walking into a career fair, you should get to know which companies, especially within your industry, will be attending. Once narrowing down the list of companies to those you are interested in, make sure to research the company's mission and what it has accomplished. Talk to recruiters about what you've read and what you know, and if you can, apply for the position early! These steps go a long way to show that you've spent extra time getting to know the company beforehand and really want to work for them!

## **Dress**

First impressions are always important! Career fairs are professional events, so western business attire is highly encouraged! However, the CCO office has alternatives if you do not currently own any professional clothes. If you're struggling with choosing an outfit, check out this [article](#) from CareerFair+ and this [article](#) from the CCO Closet Blog:

## **CareerFair+**

The Career Fair Plus App and Web Page will be your go-to guide for everything EXPO! Check out our guides on Page 4!



# Important Dates

**Thursday, January 11<sup>th</sup>, 2024 @ 9:00 AM EST: 2024 EXPO Fair pages are visible to students**

- Students will be able to view the companies attending our fair this year and start making a plan for the company seminars and the career fair.
- Students are not yet able to schedule appointments and seminars.

**Wednesday, January 24<sup>th</sup>, 2024 @ 7:00 AM EST: Students can begin scheduling appointments on CareerFair+**

- Some company pages may say “No Schedules”. This just means that this company’s schedule is not yet available. Check back again later!
- You will initially be limited to 2 appointments in-person and 3 appointments virtual.

**Monday, January 29<sup>th</sup>, 2024 @ 7:00 AM EST: The appointment restrictions will be lifted.**

- You will now be able to schedule as many appointments as you would like, recruiter availability permitting.
- Slots will open and close throughout the week as students adjust their own schedules.

# EXPO Event Details

## *Virtual Events*

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**Wednesday, February 7<sup>th</sup>, 2024, from 10:00 AM - 4:00 PM EST: Virtual EXPO Career Fair**

- The Virtual EXPO Fair is held on CareerFair+, in their built-in video conference rooms. Students are encouraged to sign up for these one-on-one meetings with recruiters to network and showcase their accomplishments and what they have to offer the company.
  - Not every company is attending the Virtual Fair. Check the company's CareerFair+ page to confirm.
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## *In-Person*

**Monday, February 5<sup>th</sup>, 2024, from 3:30 - 8:30 PM EST, Stewart Center: In-Person Seminars**

- In-Person Seminars are held at the Stewart Center on the second and third floors. These are an in-person equivalent to the Virtual Seminars that happen the week before, and students are able to sit and listen to presentations on companies and hear from their recruiters. Many of these companies will also be attending our In-Person Fair, so it is a great opportunity to network!
- This event will also use a couple of new features in CareerFair+!
  - *Event Check-In*: Before entering the In-Person Seminars space, you will find a QR code that says 'Event Check-In'. Scanning this code with your smartphone will bring you to the CareerFair+ app (if it is downloaded), and you can check into this event. These analytics will be super insightful to PESC and help us improve our career fairs in the future!
  - *Booth Check-In*: Similar to Event Check-In, Booth Check-In will be a QR code outside of the seminar room where you can check into a company's seminar. This will notify the

company and their recruiters that you attended the seminar and can help you stand out during the In-Person Fair!

- *Résumé Drop*: After attending (and checking into) a company's seminar, you will be able to 'drop' your résumé digitally for the company to access and view, making you stand out more as a candidate! All you have to do is be signed into the CareerFair+ app, find the company's page, and click the 'Résumé Drop' button!

**Tuesday, February 6<sup>th</sup>, 2024, from 8:00 AM - 3:00 PM EST, France A. Córdova Recreational Sports Center: In-Person EXPO Fair**

- This is the big event in the fair!
- The In-Person Fair is at the France A. Córdova Recreational Sports Center in the Gold & Black Gymnasiums. This is your opportunity to talk to company recruiters one-on-one and showcase your experience, skills, and what you can offer their company.
- This event will also use a couple of new features in CareerFair+!

- *Event Check-In*: Before entering the gymnasiums, you will find a QR code that says 'Event Check-In'. Scanning this code with your smartphone will bring you to the CareerFair+ app (if it is downloaded), and you can check into this event. These analytics will be super insightful to PESC and help us improve our career fairs in the future!
- *Booth Check-In*: Similar to Event Check-In, Booth Check-In will be a QR code around the company's booth. Scanning this code will notify the company and their recruiters that you came to their booth and can help you stand out among other students! **Note**: some companies may opt for their own check in system, which we highly encourage using.
- *Résumé Drop*: After attending (and checking into) a company's table, you will be able to 'drop' your résumé digitally for the company to access and view, making you stand out more as a candidate! All you have to do is be signed into the CareerFair+ app, find the company's page, and click the 'Résumé Drop' button! This may be helpful if you don't get the chance to talk to a recruiter!

# To Do List

- ★ Prepare your Elevator Pitch
  
- ★ Update your Résumé
  - Print 10-20 copies for the In-Person Fair, upload a PDF to CareerFair+ for the Virtual Fair
  
- ★ Register on Career Fair Plus
  - Add Résumé, Major, and other info
  - Schedule Appointments
  - Download the CareerFair+ App on your mobile device
  
- ★ Research Companies of Interest
  
- ★ Business Casual/Formal Clothing
  
- ★ Attend EXPO Prep Night
  
- ★ Attend Seminars
  
- ★ Print off Name Tag for In-Person Fair

# Days of the Fair & Seminars

## **Relax, eat, and drink water!**

You have so much to offer, just make sure you take the time to take care of yourself! Make sure to eat and drink water, especially if you are going to be at the fair and standing for a while; it takes a toll on your body!

## **Get There on Time**

With pre-registered time slots, you do not need to show up super early. Instead, double check your appointment times and make sure to be punctual!

## **Stay Up-to-Date on Fair Details**

Check for notifications and updates that get sent out throughout the day of the fair on the mobile app! This includes changing company booths, absent companies, logistics adjustments, and more!

## **Get Contact Information**

Maintaining contact with someone at your desired company is a gateway into learning more about or

getting a future opportunity there. When talking to a recruiter, try to get their business card and remember a few key facts about them. Ask them relevant questions and try to understand why they choose to recruit or join their company and what they look for in prospective employees.

### **Take Chances**

There will be over 170 companies at this year's EXPO Career Fair! There may be companies you have never heard of, but are perfect for! Take a chance on some of them! If you feel like you may be underqualified for a position or company, still talk to a recruiter! It is always good practice, and you never know what a recruiter is looking for until you ask!



# After the Fair

## Follow Up and Stay in Touch

Every year, recruiters meet *hundreds* of eager students, and it can be difficult to remember each one. Try to get the recruiter's contact information and let them know how appreciative you were to have met with them. Show that you are still interested in the role and the company and try to stay in touch with them even after the fair. Recruiters are more likely to hire people they recognize or are comfortable with!

## Interviews

The interview is one of the most crucial aspects of the job application process; this is your chance to show recruiters your personality and ability. However, it shouldn't be just a question-and-answer session; think of the interview as a conversation between you and the recruiter. Interviewers typically use a technique called the "S.T.A.R. Method" to gather all the relevant information about the specific capabilities that the job requires. Oftentimes, you may be asked to describe a scenario that highlights your problem-solving abilities. So, try to think ahead and prepare a few example scenarios to adapt and explain to interviewers. To

practice and see examples of good interview responses and etiquette, check out the links below:

Internship/Co-Op Interview Preparation: [What To Expect During an Internship Interview](#)

Full-Time Position Interview Preparation: [How To Prepare for an Interview](#)

STAR Method: [The STAR Method of Behavioral Interviewing](#)

Writing a Follow Up Email: [Follow-up Email After an Interview: 4 Samples](#)