

Career job fairs are a great way to enhance your career search. Job fairs are a unique networking opportunity and can produce positive results. They provide a platform for potential employers to meet and interview numerous candidates. It is like speed dating but with job interviews. This is a great opportunity for job seekers to make an impression. Whether it's a few minutes or half an hour you need to be prepared and at your best in order to make the most of it.

The modern job fair is about more than just window-shopping for vacancies. The serious job seeker is prepared and ready to lay the groundwork for future employment. You may only have a matter of minutes to meet each potential employer so you need to be ready. The good thing is employers are using these fairs to size up potential candidates so they are expecting to meet a lot of people in a very short space of time. What you do in those few minutes could potentially land you a job.

So how do you make the most of the small amount of time you have? Firstly you need to be prepared. Before you attend the job fair research the companies you might be interested in. This way when you meet with employers you have a little background knowledge and you are prepared. You don't need to spend all day at a job fair but the best times to go are early in the morning and later in the day. Commercial job fairs have typically long lines so getting up early gives you a good chance to avoid queues and spend quality time with employers.

During the prime hours lines are long and the time you spend with employers may not be quality. If you strategically plan your day so that you meet with the most important employers early on you can avoid having to wait around for hours. Inevitably you will have to wait at some stage so make use of that time too. Read up on the company information provided while your waiting in line.

Later in the day when crowds thin out you can make contact with employers you have met during the day that you are interested in pursuing. This is a good way to make an impression and it will show that you are serious about the job. The employer will have hundreds of resumes to read over and a lot of faces to remember. If you make second contact even if it is just to thank them for their time you will be a face they remember.

The key to job fair success is to make the time you spend with employers productive. Plan, be prepared and strategically map out your day so that you make the most of the time you have. Make a lasting impression, be professional and follow up on any leads you get during the fair.