What is a Career Fair and Why Should I Go?

WHAT IS A CAREER FAIR?

A career fair is a recruiting event in which recruiters and hiring managers meet with potential employees. Career Fairs come in different formats:

- Virtual: Hosted on online platforms, each with their own procedures
- In-person: Organized in large spaces where employers set up booths or tables
- Hybrid: Virtual and in-person fairs hosted back-to-back

Why do employers go to a career fair?

- Recruit and screen job-seekers for currently open positions.
- Raise brand awareness about job or internship opportunities, culture, and benefits.
- Build talent pipelines and prepare students to apply to their company in the future.

WHY SHOULD I GO?

LEARN
- Discover roles and employers you haven't heard of before
- Explore employers for your job/internship search process
- Find out what specific employers look for in candidates
- Hear about upcoming job or internships opportunities
- Receive feedback about your resume and experience

PRACTICE
- Polish talking about yourself professionally
- Ask questions about the company you wish to apply to
- Get to know recruiters and engineers

APPLY
- Make your interest known to a person on the inside
- Get insider tips on how to apply and stand out
- Network with representatives and build relationships

ADDITIONAL RESOURCES

Why should a freshman or sophomore go to a career fair? (Video)
10 Tips for virtual career fairs
Career fair Intros in 4 easy steps