

THE EXTRA POINT

BY JERRY ROBERTS



1755 How to Work a Job Fair the Right way

The University of Guam is staging a large job fair today. If you're looking to hire or be hired, I've got some ideas that may help. I'm Jerry Roberts and that's coming next on The Extra Point.

The UOG job fair, called the EMPWR Expo, starts at 9:00 this morning, and ends at 2:00 p.m.

I'm going to give you some ideas that might help you have a better experience. What do I know about events? Before The Extra Point and before I published Directions magazine, my company produced over 20 major trade and consumer shows. The Guam Housing Expo, Guam Business Show, Guam Wedding Show, and A Taste of Guam. In addition, I've attended dozens of events, including job fairs.

If you're looking for work, grab your stack of resumes if you have one...

1. Wear what you wear to church, or to a birthday party at a hotel. That will work.

2. There are some 90 participating employers. You're not going to talk with all of them. If UOG has a map of the exhibit area, get that and figure out where you want to start.

3. Here's a tip that should pay off for you. The first thing to do is walk the entire floor and see every display before you look to get involved in specific conversations.

For the companies that interest you, ask to see a list of their jobs available. If it's on a sign, take a picture.

When you've finished, spend a few minutes deciding which employers you want to talk with, and that's how you'll spend the rest of your time.

While most other people just wander around, you'll have a focused plan.

4. Understand that the larger employers may

draw the most interest and you may have to wait a little while to visit with them. If that's the case, circle their name and come back.

5. Just as you want to see as many employers as possible, the employers want to connect with as many job seekers as they can. There may not be time for long conversations.

If you've circled say, 15 companies, you should have time to see them all. I wouldn't expect long conversations or any in-depth interviews, but be prepared to answer basic questions about what kind of work you're looking for, any experience you might have, and if you're available right away.

6. The questions I would have for the employer are how will they communicate with you — phone call, text, WhatsApp, etc; and when will you hear from them. If they can't tell you about the process in selecting candidates, I might not have them high on my list.

Again, depending on the crowd, you may get more time with the smaller employers.

7. Get business cards from the people you speak with, if possible. If the conversation went well, it won't hurt to drop them a thank you note via email or text.

8. Smile a lot.

If you're looking for talent...

1. You smile, too.

2. Stand up to shake hands with people who approach your table.

3. Ask a few questions to see what a person is looking for, before you load them down with printed material or any promo stuff.

(Con't.)

4. Like I mentioned for the job seekers, know your process for getting back to applicants. If it's going to be two weeks, then make sure they hear from you in two weeks. This is a pet peeve with job fair attendees.

Follow up is the responsibility of both parties. Companies either are vague about this, or they never communicate. Applicants who may have taken another job offer should still thank all employers that showed interest.

No ghosting.

You can't predict the future. The applicant may be back in the job market at some point, and the employer may have more jobs to fill. Maybe they'll both remember how polite the other was in communicating.

How to work an event is a big topic, but what we discussed should help you get you through the day successfully.

Best wishes to all.

That's the Extra Point. Be responsible and make something good happen today. For 93.3FM, the Ray Gibson Show, and First Hawaiian Bank, I'm Jerry Roberts.

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For information on training and consulting services with Jerry Roberts, please click this link: guamtraining.com

