

WELCOME

Job Fair Preparation Webinar



Presented by HRMA
Human Resources Management Association

Presenters	Employer	Job Title
Aimee Jalbert, MBA, SHRM-SCP	BeneCare Dental Plans and CTDHP	Director of Human Resources
Andrea Healy J.D. SHRM-CP	Green Leaf Construction	Director of Human Resources and Compliance
Anita Desai	Cytiva	Global Human Resources Director
Michael MacLeod sHRBP	DCU, a division of First Tech Federal Credit Union	People Experience, Senior Employee Relations Specialist
Tamara Charron SHRM-CP	Jeffco Fibres Group, Inc.	Human Resources Business Partner

TODAY'S AGENDA

- Difference between a Job Interview and Job Fair
- Advantages of going to a Job Fair
- Job Fair Preparation
- Elevator Pitch
- Using AI Do's & Don'ts
- Resume & Cover Letter Tips
- Importance of Networking
- Job Fair Etiquette and Dressing for Success
- What to Expect After a Job Offer
- Closing Advice & Q&A

DIFFERENCE BETWEEN THE TWO

JOB INTERVIEW

- Preparation/Research is key
- Be sure to prepare relevant questions for the Interviewer(s)
- Could be 15-30 minutes (or more) based on the role
 - Phone Interview (secure a quiet setting)
 - Virtual (be camera-ready & dress for success)
 - Onsite Location (dress for success)
- There may be multiple rounds of progressive interviews
- Understand the Hiring Process; what steps are typically involved?
- Interview stage to Job Offer stage can take days or weeks

JOB FAIR

- Preparation/Research is key
- A lot of candidates attending
- Long lines at select employers
- Utilize 1-3 minutes maximum face-to-face time
- Interviews/Job offers are not likely to occur at this event
- Bring your smart phone & connect to the WiFi before entering (maybe needed for QR code interaction)
- Follow up + connect on LinkedIn

ADVANTAGES OF GOING TO A JOB FAIR

- Meet companies in less formal setting
- To give out as many résumés as you can
- Increase your potential to get an interview
- Obtain feedback on your marketing tools
- Grow your network
- Learn about demand for current skills
- Learn about other industries and updates in your own industry
- Compare companies, learn about competitors
- To practice, work on self-confidence, and make a positive impression

PREPARATION *BEFORE* THE JOB FAIR

Info to Research

- Research which companies will be attending the job fair
- Visit Company career page in advance for openings > Apply to job(s) you are qualified for
- Learn about them beforehand
- Plan out which employer(s) you will visit
 - What does the Company do?
 - Number of employees
 - Competitors
 - Company history
 - Locations / Commute Distance
- Secure reliable transportation and childcare in advance

Obtain Info From

Company website

LinkedIn

Google – in the news?

Local media

Online articles

Industry websites

PREPARING QUESTIONS FOR EMPLOYERS

Learn About the Company

- Does the company's values/mission align with my own?
- Research / which open positions am I qualified for?
- Are there Orientation / Training programs to help me learn and develop?
- Are there future opportunities for growth?

Showcase Your Qualifications

- Think about what characteristics you offer
- Do you have any special training, certifications?
- Is there a special impactful work goal or project you can share?

Show Interest in the Company by Asking

- What does success look like in this role?
- What do you enjoy most about working here?
- What characteristics do you value most in a candidate?
- How would you describe a typical day in this role?
- What are usual performance goals for someone in this role?

Wrap Up the Conversation

- Reaffirm your interest in the role / Company
- Ask: Can I follow up with additional questions, if needed?
- Do you mind sharing your contact info so I can follow up with you?

Questions to Avoid

- Asking about salary, vacation, or benefits too early
- Asking, "What does your Company do?" — research beforehand
- Is this job in the office / hybrid / remote? (read the job description)

WHAT IS AN “ELEVATOR PITCH”

Helpful when introducing yourself to Employers

1 Start by introducing yourself

“Hi, my name is Sara.
It’s so nice to meet you!”

2 Provide a summary of what you do

“I’m a PR manager, specializing in
overseeing successful initiative
launches from beginning to end.”

3 Explain what you want

“I find the work your PR team does to
be innovating and refreshing — I’d love
the opportunity to put my expertise to
work for your company.”

4 Finish with a call to action

“Would you mind if I set up a quick
call next week for us to talk about any
upcoming opportunities on your team?”

It’s a **brief** (~30 seconds),
**persuasive summary of who you
are and what you bring to the
table**. It’s designed to spark
interest and make a strong
impression in the time it takes to
ride an elevator.

- ✓ There may be many people in line waiting to speak to an employer, so make 30 seconds count
- ✓ Connect your strengths and passions with their needs/mission.
- ✓ Be authentic

USING AI FOR YOUR JOB SEARCH



USE AI TO HELP YOU

- ✓ Refine and improve your resume and cover letter
- ✓ Research companies and industries
- ✓ Analyze job descriptions
- ✓ Practice Interviewing Questions
- ✧ *Be careful not to give away proprietary information about yourself that you don't want shared with the AI platform*
- ✧ *Remember that AI does not take the place of YOU - be your unique and authentic self!*



DO NOT USE AI TO

- ✗ Complete online applications
- ✗ Solely rely on content creation
- ✗ Submit generic applications
- ✗ Exaggerate your skills
- ✗ Proof-read or fact-check your information
- ✗ Complete online assessments
- ✗ Fill in for you in an interview (phone/virtual)

PREPARING YOUR RESUME

Use Quality Materials

- Print on clean, nice-quality paper
- Take **PLENTY** of wrinkle-free printed copies with you to the job fair

Tailor Each Resume

- Customize for each job / industry (as necessary)
- Highlight your most relevant work experience, skills and education starting with the most recent

Write Strong Bullet Points

- Use 2–5 concise bullets per position
- Start with an action verb
- Lead with results, then explain how you achieved them
- Focus on the impact
- Ask yourself, “How did I make a difference?”
- Think about “What was the outcome / result / improvement / savings?”



PREPARING YOUR RESUME

Quantify Your Results

- Use numbers (#), percentages (%), and dollar amounts (\$)
- Show contributions to productivity, cost savings, quality, or time

Formatting & File Management

- Be concise, consistent, and watch formatting
- Save your resume as a PDF document to preserve formatting
- Double-check correct file attachments

THINGS TO CONSIDER ON YOUR RESUME

- Avoid Personal details (Age, Marital Status, etc.)
- Address gap(s) in work history on resume and/or cover letter
- Addressing gap(s) during interview. Be proactive!
- Resume formats / styles
- Spelling and Grammar-it matters!
- Contact information-current and able to access easily



COVER LETTER TIPS

What is a Cover Letter? A cover letter is a brief, personalized document that accompanies a resume, expressing your interest in the role and highlighting your top qualifications relevant to the job.

- Prepare one strong template & customize for each application (as needed)
- Cover Letter should not be repeat info from your resume
- Use as the email body if a separate cover letter isn't requested
- Double check before submitting! Send the correct cover letter and resume version to the intended employer
- When you don't know the hiring manager's name, use a professional greeting like: "*Dear Hiring Manager*" or "*Dear [Department] Team*"
- If you include a cover letter, make it count!

IMPORTANCE OF NETWORKING

Why Network?

- Gain access to additional job openings not publicly advertised
- Gain valuable insight into companies and industries
- Learn about professional organizations and volunteer opportunities
- Share information on community resources, upcoming events
- Give and receive recommendations, make and receive introductions

Who Is In Your Network?

- Give and receive recommendations, make and receive introductions
- Relatives, Friends, Neighbors
- Social / Volunteers / Community Groups
- Linked In, Contacts from Professional Organizations
- Former Colleagues, Managers
- MassHire, Job Seeking Clubs, and American Job Centers!

NETWORKING BEST PRACTICES

- **Be Proactive**

- Project confidence and a positive attitude
- Take the initiative to build a rapport
- Take advantage of opportunities offered
- Make suggestions or give advice where appropriate

- **Develop Connections**

- Exchange business cards or contact information
- Leverage social media to maintain contact
- Follow up with a ‘thank you’ or ‘nice to meet you’
- Don’t be overly persistent if you don’t get a response

JOB FAIR ETIQUETTE

- Be present, be professional.
- Take advantage of learning and making connections.
- Bring plenty of printed resume copies to submit to potential employers
- Use your phone only if employers provide or ask you to scan a QR code to reach their Careers Site or obtain their contact information (Limit personal phone use; step away to take any calls or check messages)
- Arrange childcare so you can independently meet employers and **focus on YOU!**

HOW TO DRESS FOR SUCCESS

- Dress professionally (no jeans, shorts, sweatpants, sneakers/flip-flops, low cut / crop tops/midriff-baring tops)
- Wear comfortable shoes (appropriate for the workplace)
- Travel light / try to be hands-free
- Pay attention to hygiene and be well-groomed (clean fresh breath, hair, facial hair, nails, etc.)
- Be mindful of strong odors (best to avoid strong scents including body odor, perfume, cologne)

≈ **First impressions matter...** people form a first impression within **7 seconds** of seeing you

≈ **Local help needed?** [Dress For Success Boutique](https://worcester.dressforsuccess.org) is now located at 120 Stafford Street, Worcester, MA 01603

(<https://worcester.dressforsuccess.org>)

WHEN YOU GET A JOB OFFER BE READY FOR ADDITIONAL ACTIONS

- Reference or Employment Verification Checks
- Onboarding Actions
 - Form I-9, review list of acceptable documents in advance, and be sure they are valid / not expired
 - Background Check (may include criminal or financial history)
 - CORI/SORI (specific to Massachusetts)
<https://www.mass.gov/guides/guide-to-criminal-records-in-employment-and-housing>
 - Drug Testing
 - Set up Direct Deposit, Federal & State Tax Withholding (W4)
 - Company / Employer Onboarding Portal with instructions for documents to complete

IN CLOSING... OUR ADVICE AT THE JOB FAIR BEST PRACTICES

- Be open to learning about all employers
- Make a strong, professional first impression
- Listen actively and stay positive
- Ask for contact info and next steps
- Follow up with a thank-you email
- Take notes and track employers (name, date, role)
- Be respectful of time — don't interrupt or linger
- Watch body language and non-verbal cues
- Network with everyone
- Be courteous, humble and grateful

CONTACT INFORMATION

<https://masshirecentralcc.com/>

Local Offices

MassHire Worcester

554 Main St, Suite 300
Worcester, MA 01608
508-799-1600

MassHire Southbridge

14 Mechanic St, Suite 330
Southbridge, MA 01550
508-765-6430

For Veterans

Michael Hess
Veterans Representative
MassHire Southbridge
michael.hess@mass.gov
617-595-8254





OUR PRESENTERS HAVE CURRENT JOB OPENINGS

Cytiva [JOB OPENINGS](#) Be at the forefront of transforming human health. Support our customers undertake life-saving activities such as biological research to developing innovative vaccines, new medicines, and cell and gene therapies.

DCU (Digital Credit Union) [JOB OPENINGS](#) We're Hiring! In 2026 DCU has merged with First Technology Federal Credit Union, and we have many opportunities available. Come join us during this exciting time!

Green Leaf Construction [JOB OPENINGS](#) We passionately believe our success stems from the collaborative efforts of our team. If you share our values of teamwork, community engagement, and personal growth, we welcome you to consider joining our dynamic team.

Jeffco Fibres Group, Inc. [JOB OPENINGS](#), as well as additional Assembly and Machine Operator positions available via our dedicated staffing partner, [Choice1Temps](#)

Thank you & Good Luck!

