

TREFF©PUNKT *Initiatives*






Job Fair Guidelines

- Tips for a successful visit to a job fair in Germany

Why should you visit a job fair?

1. Why visit a job fair?

2. Preparation
3. Be careful!
4. Making contacts
5. Starting conversations
6. Keeping notes
7. After the fair
8. Book tip
9. Contact information

- Job fairs give you exposure to a selection of various employers who are currently looking for applicants – and all under one roof. 
- In a very short time, you can get an overview of the current job offers, gain insight about the candidate profiles that employers are looking for, and learn about general trends that are occurring on the job market. 
- Job fairs allow you to apply in-person to organizations that you find attractive. Already having direct contact with the recruiting organization gives you something to mention in a later interview – giving you an advantage over the majority of other applicants. 
- Job fairs may give you inspiration and creative ideas for your applications, especially when you are hoping to work in a specialized branch or with a specialized product or service. 
- If you are looking for a job, you should use every opportunity you have to win an impression of target employers in a particular industry and to make personal contacts with potential employers in that industry. 

What to do in order to prepare for your visit to a job fair

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Make your goals clear

- ✓ Get an overview of local and regional job offers
- ✓ Get to know different organizations
- ✓ Make direct contact with potential employers and employment agencies
- ✓ Converse with recruiters and reps
- ✓ Check your own market potential and gauge your employability
- ✓ Alleviate your fears and get good ideas for your applications

Plan your visit

- ✓ Do research on firms who will be attending the fair (products, organizational development, size, location, culture, philosophy, current news about them)
- ✓ Look at the attending companies' job ads on the Internet and their website
- ✓ Prepare questions for the company's representatives
- ✓ Come prepared for an interview – it could happen!

Get documents ready

- ✓ Make about 10 – 20 copies of a one-page CV
- ✓ Make about 3 – 5 copies of full applications (CV, cover letter, copy of diplomas and references)
- ✓ Collect information on the companies you are most interested in
- ✓ Don't forget to take business cards and something to write with!

What you should pay attention to while at the fair...

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Rules to go by

- ✓ Dress as you would for an interview
- ✓ Always approach a booth alone and not with others
- ✓ Be motivated and informed before starting a conversation
- ✓ Remember: your behavior reveals a lot about your social competencies
- ✓ Pay attention to the length of each encounter: 10 -15 minutes is usually enough time (don't block others from approaching the employer, if you have to, set up an extra appointment).

Your first impression

- ✓ Be open and signal interest, friendliness, and a good mood
- ✓ Be proactive in creating a situation for a conversation
- ✓ Pay attention to eye-contact and your body-language
- ✓ Always be polite
- ✓ Agree with reps on how you should contact the organization after the fair
- ✓ Always be sure to thank an organization's representatives for their time and support

After your visit

- ✓ Put your notes and documents in order
- ✓ Unless otherwise stated, be sure to apply to the organizations you spoke with directly after the fair, and refer to your attendance at the fair in your cover letter
- ✓ Honor any plans you make with a company, especially if you've set up appointments
- ✓ Be sure to contact the firm within a short period of time, especially if you should be receiving materials from a company (the best way to do this is through e-mail)

Tips for making contacts

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Introduction

- ✓ Approach a company's representatives with a determined attitude
- ✓ Briefly introduce yourself with both your first and last name
- ✓ Ask the representative what type of position they held in the organization
- ✓ Show your interest (and even you enthusiasm) for the organization

Moving further

- ✓ Subtly allow a bit of self-promotion into the discussion
- ✓ Ask questions so that you can learn as much as possible about the organization
- ✓ Ask open questions because there is always a question behind every question
- ✓ If possible, set up future appointments with potential employers

Exiting

- ✓ Have your CV or a profile of your skills available for your representative
- ✓ Agree upon how your application should be distributed within the target organization
- ✓ Take down the contact information of the company's recruiter or representative and any details about how you agreed to contact him or her in the future

Suggestions for starting conversations at a job fair

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Introduction I

✓ „Guten Tag Herr / Frau [look at other's name badge]. My name is...I am really happy that your company is at this job fair today. I have already read on the Internet that you have a few open job positions that are interesting to me. Now I finally have the opportunity to meet [company name] personally.

Introduction II





✓ „Guten Tag Herr / Frau [look at other's name badge]. My name is... And I am a software developer. In the last three years, I have primarily been [your primary area of responsibility]. In addition to that, I also have experience in... I would like to learn about any jobs or development opportunities that are currently being offered by your company.

Introduction III

✓ „Guten Tag Herr / Frau [look at other's name badge]. My name is... During the last 5 years, I have been working in the area of ... I am now looking for a new field to get into. I see that you have an open position for a ... Could you tell me a little bit more about that?

What should I do after the fair?

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- Put your notes and documents in order 
- Unless otherwise stated, be sure to apply to the organizations you spoke with directly after the fair, and refer to your attendance at the job fair in your cover letter 
- Within three days after the fair, write e-mails thanking those individuals whom you talked with for the interesting discussion and be sure to send any necessary documents as attachments 
- Honor any further plans you make with a company, especially if you've set up appointments 

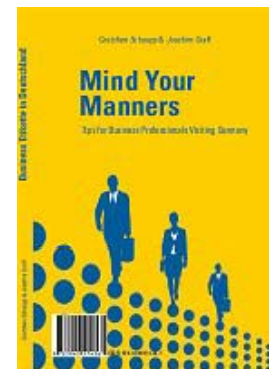
Content of the book and CD „Business Etikette in Deutschland / More than manners“

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Your Compact Guide to Doing Business in Germany: The Ten Blunders You Should Avoid

Part 1: Etiquette Basics

1. Introductions: Who introduces whom?
2. Pecking order: Who initiates a hand shake?
3. Greetings: What should I say?
4. Addressing someone: Should I use “Du” or “Sie”?
5. Gift Giving
6. German Expressions and Sayings
7. Small Talk
8. Business Attire
9. Business Dinners
10. Telephoning in Germany
11. Presenting in Germany
12. Netiquette, the E-mail Etiquette
13. Distance Zones
14. What does a German mean when he says...?
15. German Stereotypes
16. Traveling with the German Railroad (Deutsche Bahn)
17. In Case of Emergency: Information for Visits to Germany



Part 2: Applying for a Job in Germany

18. New Strategies for the Job Hunt
19. How to Read Job Advertisements
20. The Job Application
21. The Job Interview
22. Questions and Answers for the Job Interview
23. The Job Reference Certificate

Part 3: On the Job in Germany

24. The First 100 Days in a German Company
25. The Unwritten Rules and Culture in German Organizations
26. Efficient Meetings
27. Negotiating Successfully
28. The Meeting with the Boss
29. How Can I be a Good Boss?
30. Dealing with Conflict
31. Building a Successful Network
32. Celebrating at Work
33. Women in the German Workplace
34. Changing Jobs
35. Business Start-Ups in Germany
36. Saying Farewell



Contact informationen

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Publisher of this guide lines is the language institute TREFF©PUNKT, intensive German courses in Bamberg, Germany. These tips are part of the seminar program as a supplement of courses in business German / German as a business language and of the book „Business Etikette in Deutschland – More than manners“ (bilingual English / German).

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