

# PREPARING FOR P4E JOB FAIR

Lindy Bancroft (she/her)  
Career Programming Specialist



UNIVERSITY OF  
**WATERLOO**

Centre for Career  
Development



# Whose land are we on?

We respectfully acknowledge that we work on the traditional territory of the Attawandaron (Neutral), Anishnaabeg, and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, which includes ten kilometers on each side of the Grand River: land promised and never returned to the Six Nations.





# Introduction



Lindy Bancroft, she/her  
Career Programming Specialist  
P4E Planning Committee Member

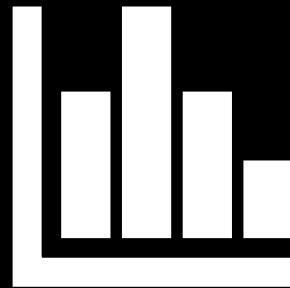
- I have a BA in Social Welfare & Social Development from Nipissing and a MA in Social Justice & Community Engagement from Laurier
- Self-proclaimed "tea granny" and book lover
- Proud dog mom, to Mabel my bernese retriever

# Housekeeping: **co-creating** a safe(r) space

- Participate in the way that feels most comfortable for you!
- Please use the chat during presentation time.
  - Feel free to send us a direct message if you have a question or comment you would like to share anonymously
- Ask questions whenever! We'll also dedicate time at the end for Q&A
- If having tech issues, we'll do our best to troubleshoot. Lindy is here for tech support!
- Take what works for you, leave what doesn't.

# WHY ARE YOU ATTENDING THE FAIR?

Are you looking for full-time employment, co-op opportunities, forming new connections, etc.?



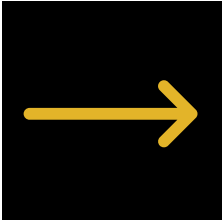
# TODAY'S AGENDA



1. Learn how to **PREPARE** before the P4E fair.



2. Learn how to **NETWORK** with prospective employers during the fair. Understand how to make a good first impression.



3. What to do **AFTER** the fair.



4. Recapping logistics + open **Q&A** session.





# MAKING THE MOST OF THE JOB FAIR

What to do before, during, and after.

# General information

- September 24, 2025 from 10am to 3pm
- RIM Park, 2001 University Ave E, Waterloo, ON
- <https://www.partners4employment.ca/>
- What bring:
  - Resumes (no printing on site)
  - WATcard
  - Notebook
- What not to bring:
  - Backpacks (no storage available, you will have to take with you)



UNIVERSITY OF  
**WATERLOO**

Centre for Career  
Development





# BEFORE THE FAIR

# BEFORE THE EVENT: SOCIAL MEDIA



- Update and polish your LinkedIn profile.
  - 5 tips to improve your LinkedIn profile
- Clean up other social media accounts.
- Be in control of your online presence!



# BEFORE THE EVENT: RESUME

- Edit and update your resume
- Consider creating multiple version for different industries/sectors, if applicable
- Consider preparing both online and physical copies of your documents
  - Bring physical copies with you, no printing available onsite!
- Visit CCD for a resume review!



UNIVERSITY OF  
**WATERLOO**

Centre for Career  
Development

# NETWORKING PREPARATION

- **Determine your audience**

Who do you already know? Who would you like to know? Pick a few companies you are interested in.

- **Know your conversation options**

1:1 conversation vs. group

- **Prepare your tools**

Is your résumé polished?

- **Develop your goals for the conversation**

What are you hoping to gain from this conversation?

- **Prepare your introduction and specific questions**

Who are you? What do you want to know? What do you want an employer to know about you? What are you curious about?





# BEFORE THE EVENT: EXPLORE YOUR OPTIONS

- Check out the exclusive list of employers. Figure out who you are interested in connecting with, then do your homework!
- <https://www.partners4employment.ca/participating-organizations/>
- List of employers are organized into different industries/sectors



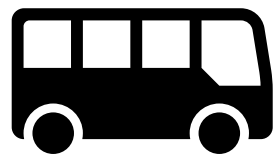
# TRANSPORATION

- Shuttle bus. Pick-up and drop-off from Ring Road in front of Humanities Theatre

Buses will leave approximately every 45 minutes starting at 9:45.

	To Fair	From Fair
First bus	9:45 a.m.	11:00 a.m.
Ongoing	Every 45 minutes	Every 45 minutes
Last bus	1:30 p.m.	3:30 p.m.

- Grand River Transit – the 202 bus also stops in front of RIM Park
- Limited parking at RIM Park

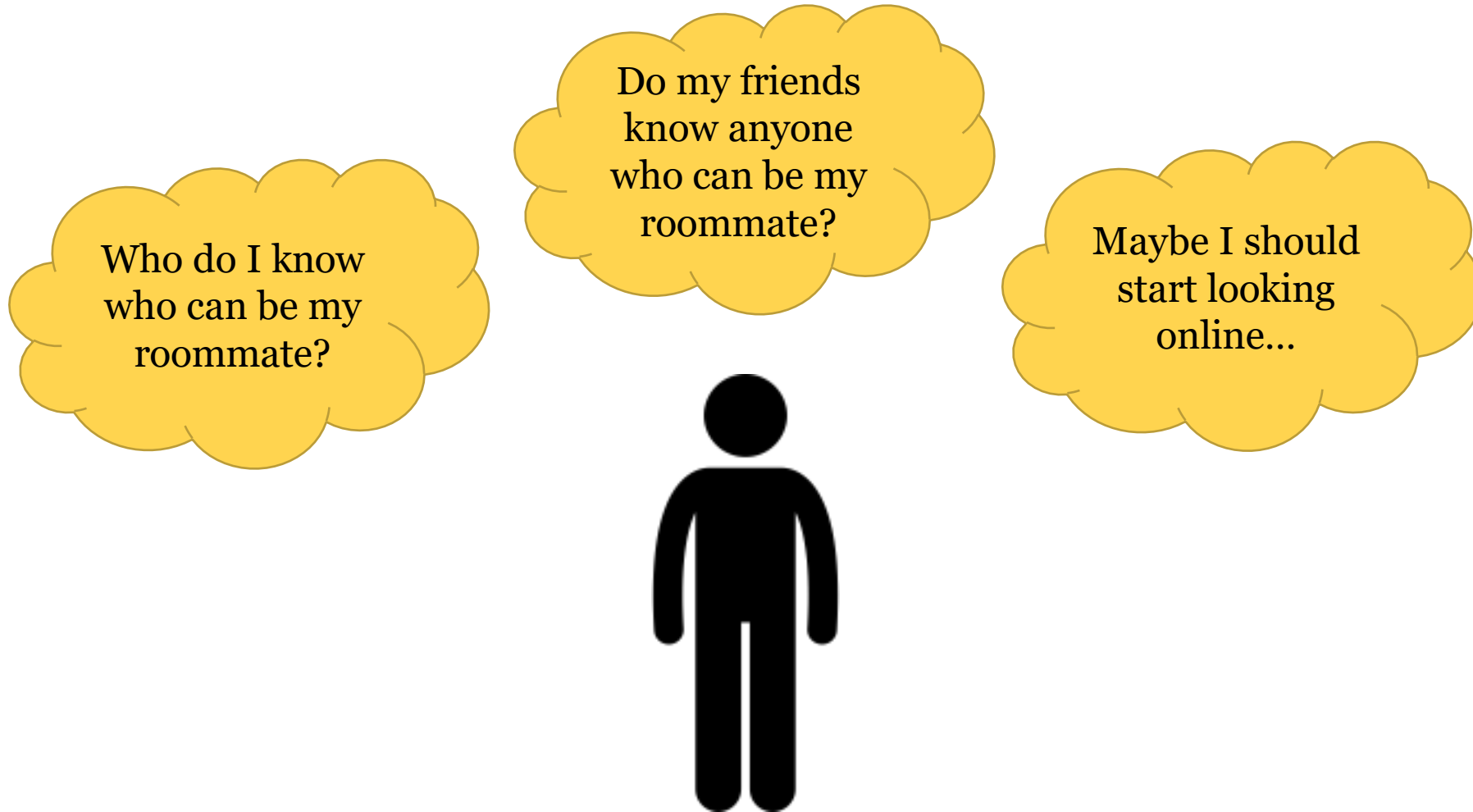






# **DURING THE FAIR: NETWORKING 101**

# EMPLOYERS LOOK FOR EMPLOYEES THE WAY YOU LOOK FOR A ROOMMATE



# WHAT EMPLOYERS MAKE ASK THEMSELVES BEFORE HIRING

Do I know  
anyone who  
could fill this  
position?

Do my contacts  
know who  
could fill this  
position?

Maybe I should  
start looking  
online...



UNIVERSITY OF  
**WATERLOO**

Centre for Career  
Development

# DURING THE EVENT: ETIQUETTE

- Do your homework on the companies to asked informed questions
  - Don't start a conversation with “what are you hiring for”
- If entering a group conversation, please take a moment to listen in and wait for an opportunity to join in
- Feel free to expand on, or ask follow up questions about conversations the employer had/is having with other candidates – but don't take over the conversation



# NETWORKING CONVERSATION (INFORMATION INTERVIEW)

## How to start a conversation

1. Introduce yourself
  - “Hi, I’m [name] from [school] and I am interested in ...”
2. Transition to questions:
  - What kind of education, training, or background does this position require?
  - What is a typical day (or week) like at <company>?
  - What kinds of problems do you deal with?
  - Ask questions to gain insight into the application process



# HOW TO END A CONVERSATION

Follow these three simple steps:

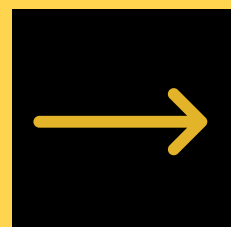
1. Wait for a natural break in conversation
2. Show appreciation
  - “Thank you for taking the time to answer all of my questions”
3. Follow-up with action
  - “I am looking forward to applying to <position>”



UNIVERSITY OF  
**WATERLOO**

Centre for Career  
Development





**AFTER THE FAIR**

# THANK YOU NOTES

- Send thank you notes when appropriate (emails)
- **Connect on LinkedIn**
- Follow up on any suggestions an employer may have given
- Employers may have you apply online for available positions – make sure to mention your conversation at the fair in your cover letter





# **CONNECTING WITH EMPLOYERS**

USING LINKEDIN

# HOW TO CONNECT WITH SOMEONE

- 1) **How you know them:** What did you talk about at the P4E Fair?
  - 2) **Why you want to connect:** Building your network, interested in learning more about a company, interested in the positions they have to offer.
  - 3) **Call to action:** Do you just want to connect, do you want to meet them, do you want to follow up on a conversation you had with them?
- Keri Twigg, "How to write to people you don't know (but want to) on LinkedIn"



# HOW TO CONNECT WITH PEOPLE

“Hi, I’d like to be added to your professional network on LinkedIn.”

“Hi, I’m looking for a job in marketing and sales. I would enjoy to connect with you to see if I might be the right person for your team.”

“Hi \_\_\_\_\_, I am passionate about helping promote equity and inclusivity, and I know your department at the University of Waterloo is a global leader in this arena. I would be interested to learn from you and get some advice on how I can make an impact in my career.”

“Hi \_\_\_\_\_, I notice that you know \_\_\_\_\_, a colleague of mine who studied with me at the University of Waterloo. I appreciate the work that you are doing at WestJet. Would you be interested in grabbing a coffee to chat for 15 minutes? I’d be happy to hear how you got into this field.”

“Hi \_\_\_\_\_, I am really glad we got to speak at \_\_\_\_\_. I wanted to follow up on <insert sometime specific to your conversation with the employer>



UNIVERSITY OF  
**WATERLOO**

Centre for Career  
Development

# A QUICK SUMMARY

- Do your homework! Do research on organizations that are of interest to you
  - <https://www.partners4employment.ca/participating-organizations/>
- Prepare your resume
- Clean up your socials, especially your LinkedIn
- Practice your opening and ending conversations
- Brainstorm general and specific networking questions
- Be prepared to follow up after the event
- Book an appointment at CCD



# Centre for Career Development (CCD)



## Who we support

- Regular stream students
- Co-op students
- Undergrad students
- Graduate students – Masters, PhD and PostDocs



## Career resources

- Job search tactics
- Résumés
- Cover letters
- Interview preparation
- Career exploration
- Grad school preparation



## Services

- [Individual appointments](#)
- [Drop-ins](#)
- [Workshops & events](#)
- Online resources
  - [CareerHub](#)
  - [Pre-recorded content](#)

## **WE'D LOVE TO HEAR FROM YOU!**

---

These workshops are for you! We are always looking for ways to improve. Please complete the feedback survey delivered to your inbox after this session.

---



**UNIVERSITY OF  
WATERLOO**



**Centre for Career  
Development**