

PREPARING FOR P4E JOB FAIR

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Career Programming Specialist



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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

- BA from Nipissing and a MA from Laurier
- Background in employer engagement and youth employment programming
- Avid reader, team tea, and dog mom, to Mabel

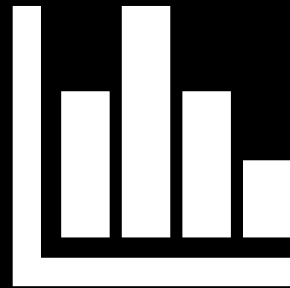
Housekeeping: **co-creating** a safe(r) space

- Participate in the way that feels most comfortable for you!
- Please use the chat during presentation time.
- Ask questions whenever! We'll also dedicate time at the end for Q&A
- 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.?



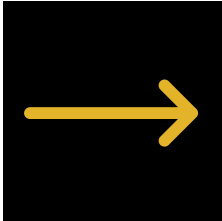
TODAY'S AGENDA



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

- February 4, 2026 from 9:30am to 3:30pm
- Bingemans Conference Centre
- <https://www.partners4employment.ca/>
- What bring:
 - Résumés (no printing on site)
 - WATcard
 - Notebook
- What not to bring:
 - Backpacks (there is a coat check, but backpacks may not be accepted)





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: RÉSUMÉ

- Edit and update your résumé
- 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 résumé review!



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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 9:00 a.m.

NOTE: NO BUS TO THE FAIR AT 11:15 A.M – BUS RESUMES AT 12:00 P.M.

	To Fair	From Fair
First Bus	9:00 a.m.	10:30 a.m.
Ongoing	Every 45 minutes	Every 45 minutes
Last Bus	2:00 p.m.	4:00 p.m.

- Grand River Transit – it's a long hilly walk from the bus stop
- Limited parking at the venue





DURING THE FAIR: NETWORKING 101

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

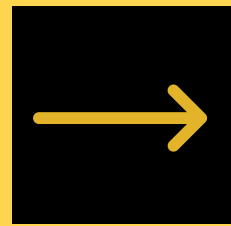
Follow these three simple steps:

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>”



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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>



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A QUICK SUMMARY

- Do your homework! Do research on organizations that are of interest to you
 - <https://www.partners4employment.ca/participating-organizations/>
- Prepare your résumé
- 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.



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