Why Should I Go to the Career Fair?

What is a career fair?

A career fair is a recruiting event in which recruiters and hiring managers meet with potential employees. Career fairs come in different formats:

In-person: Organized in large spaces where employers set up booths or tables
Virtual: Hosted on online platforms such as Handshake, each with their own procedures
Hybrid: Virtual and in-person fairs hosted back-to-back

Why do employers go to a career fair?
- Recruit and screen job-seekers for currently open positions.
- Raise brand awareness about job or internship opportunities, culture, and benefits.
- Build talent pipelines and prepare students to apply to their company in the future.

Why should I go?

LEARN
- Discover roles and employers you haven't heard of before
- Find out what specific employers look for in candidates
- Hear about upcoming job or internships opportunities
- Receive feedback about your resume and experience

PRACTICE
- Polish talking about yourself professionally
- Ask questions about the company you wish to apply to
- Get to know recruiters and engineers

APPLY
- Make your interest known to a person on the inside
- Get insider tips on how to apply and stand out
- Network with representatives and build relationships
- Get follow-up contact info

95%
of employers at BU ENG career fairs say **they plan to interview a candidate they met at the fair**
(Spring 2025)