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How to prepare for a career conference

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The holidays are a tough time to be without work, but it's also a good time to find a job.

RochesterWorks! held a workshop Wednesday to teach job seekers how to prepare for a career conference that's coming up in January ([click here](#) to learn more about the career conference).

Four hundred and fifty days. That's how long Joe MacDonough of Fairport has been without a full-time job.

MacDonough has attended several workshops at RochesterWorks! on Goodman Street -- including one today.

"Managing a Job Fair with Success" is designed to help job seekers plan before, perform at and follow-up after a job fair.

"A career fair offers people the opportunity, not only to network with companies they're interested in, but probably some new companies they didn't know about." Workshop specialist Annie Walker says to research the companies at a job fair before you go. Websites like LinkedIn.com can show you company growth and what kind of education employees have.

When you get to the job fair, don't forget to look your best, have your resume in hand and even better a business card with a tag line that will keep companies wanting to know more about you.

MacDonough also passes out golf balls with his business cards. He hopes to someday start a golf services business. "It became clear to me that with the skill set I have, that I should find my bliss, look for the passion that I have to provide the services I do."

Walker says when someone asks you what you do, never say you are unemployed. You may have lost a position, but you didn't lose your skills. "The biggest gift you can give yourself is being prepped on how to find yourself a sustainable job in the future."

The work is not over after a job fair ends. Walker says you need to follow-up and a great way of doing that is writing a thank you letter. It'll help the person hiring to remember you and might just give you an edge.

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