



CAREER EXPO GUIDE

Your Opportunity
to Market Yourself

Career Fair/Expo Guide

Why Should Students Attend the Career Fair?

- To network with recruiters and market themselves
- To learn about career and internship opportunities with companies of interest
- To secure an interview with an employer by presenting yourself and qualifications well
- To gather additional career information
- To target companies that meet your needs
- To be part of successful on-campus recruiting—many companies attend the Career Fair and then conduct interviews

How Should Students Prepare?

- Update (or review) your resume
- Attend workshops such as *Introduction to On-line Job Postings, On-Campus Interviewing and Job Search Strategies*
- Participate in Internships and Cooperative Education
- Learn strong interview techniques by attending a workshop and/or participating in a mock interview with Career Services
- Investigate self-assessments available in Career Services. Know yourself personally and professionally
- Have a game plan and focus on companies that interest you
- Check the web listing for participating Expo (Fair) employers for contact information and research purposes

Research Employers

Knowing information about a company in advance is a great way to make an excellent first impression with a recruiter. You'll appear informed and professional. Use the following sources to research:

- Rosen College Career Services Library
- Company literature, websites, and annual reports
- Chamber of Commerce
- Newspaper, trade journal, and magazine articles
- Additional websites (www.hoovers.com, www.comfind.com, www.careers.vahoo.com, www.monster.com)

What to Research

- Product or Service
- Corporate Sales/Assets
- Competition
- History & Vision
- Field Offices
- Industry Trends
- Chain of Command and Key Executives
- Size
- Current News, Press Releases, Recent Honors/Awards

The Day of the Career Fair

- Arrive early
- Bring a good quantity of resumes
- Have pen and paper available
- Check in at the CSEL table to pick-up a map and a name tag
- Take a few minutes to locate your target companies on the map. Remember to visit the target companies first
- Collect a business card from interesting employers
- Practice and review your 1 minute "info-mercial" prior to approaching company representatives.



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Prepare Your One-Minute “Info-mercial”

- Prepare a 1 minute script about yourself.
- EXAMPLE: *Hello, my name is Jane. I'm a senior majoring in Hospitality Management with a specialization in Lodging Operations Management. Last summer I did a front desk management internship at the Embassy Suites Hotel in Altamonte Springs. I'm interested in broadening my experience and I read that your organization is currently hiring management trainees for your guest services department.*
- Companies appreciate it if you've taken the time to learn more about what they do and even the types of positions they offer.

Ask the Employer Questions

Asking the employer questions shows: 1) your interest in their organization, and 2) that you've done your research on the company. Try to know the answers to the questions you ask in advance through research.

What to ask

- What job opportunities do you have available?
- What majors/skills are you seeking?
- What type of training program does your company offer?
- Does your company encourage further education/professional development?
- What do you like about XYZ company?
- What geographical area are you hiring for?
- What are your organizational growth projections?
- What is the usual promotional time frame?

What NOT TO DO the Day of the Career Fair

- Don't bring friends, or more specifically, don't navigate the career fair in “packs”
- Don't arrive late. Don't come the last 30 minutes of the event because many companies are beginning their shut down process and some companies leave early
- Don't ask inappropriate questions that reflect your lack of research and/or professionalism (e.g., *What does your company do?* or *How much can I make?* Always do your research ahead of time.
- Don't immediately collect giveaways

What to Do After the Career Fair

- Make notes on the business cards
- Ask about the next step (Are interviews done through GOLD Connection? If the company representative says he/she will follow up directly... when?)
- Be sure to close by reiterating your interest in the position and your strengths
- Write thank-you notes
- Follow-up with phone calls
- Apply through GOLD Connection, if required

Career Fair/Expo Dress Code

Dress for Success

Dress well and you'll make a good first impression. Dress improperly and you risk an employer's rejection before you even have the chance to present your qualifications.

Business Attire for Women

- Suit with knee-length skirt and tailored blouse
- Pantsuits are more acceptable now, but save them for after you obtain the job
- Wear pantyhose and closed-toe shoes
- Acceptable suit colors: blue, black and brown
- Nothing sleeveless

Grooming for Women

- Keep accessories and makeup simple
- All piercings should be removed, except pierced earrings
- Keep jewelry (especially earrings) simple
- Briefcase/portfolio or purse, *not both*
- Recommend no perfume, but if used, keep perfume and lotions to a minimum
- Hair neatly trimmed
- Wear hair away from face

Business Attire for Men

- Two-piece suit - solid colors rather than prints or patterns
- Tie pattern should be simple
- Wear polished shoes with dark socks that go high enough that no skin shows when you are seated
- Shirt should be light colored
- Acceptable suit colors: blue, black and brown

Grooming for Men

- Clean and trimmed hair
- Face should be shaved
- All piercings removed
- Carry a briefcase or portfolio
- Avoid using cologne, but if used, keep cologne and aftershave to a minimum

Visit the following web site for an excellent guide to professional dress and grooming:
<http://www.syms.com/dfs/index.htm>

