How to Work a Career Expo

www.ucmo.edu/career
What is the Purpose of a Career Expo?

- To provide a convenient location for students to interact with employers
- Make Initial Job Contacts and Gather Information
- Explore Career Interests and Options
- Identify Potential Job and Internship Positions
- Network
People Behind the Tables

• There will be a variety of HR Professionals, hiring managers, and employees representing employers at the Career Fair.
• They are ALL there to promote their organization and find potential candidates for future jobs.
• Like anywhere you will notice many different personality styles as you approach different employer booths. Do not be intimidated and make assumptions about who you are approaching.
• Approach everyone with confidence, a smile, strong handshake and your 30-Second Elevator Pitch.
Prior to the Expo

• Prepare a resume
• Review Registered Employer list - www.ucmo.edu/career
• Research companies
• Prioritize who you want to see
• Review your Skills and Strengths
• Develop and rehearse a brief introduction
• Plan attire/grooming
• Pre-register to attend through your Central Career Network Account
Prepare a Resume...

• Prepare a resume highlighting your past work experience, academic accomplishments, knowledge, skills, and abilities.

• Your resume should “sell” YOU so you can win an interview for the job you are interested in obtaining.

• Review our Resume Examples on the Career Services website @
  http://www.ucmo.edu/career/students/resources/docs.cfm
Researching Companies

- Review the list of employers attending the Career Fair through your CCN account
- Choose 30 employers (to start with) you find most appealing to work for. You can make this choice by industry, job postings, employer location, reputation, or company culture.
- Begin researching these companies to find out as much as you can about the company. As you learn about the companies assess whether you feel you would be a “good fit” for their organization. You will learn a lot about yourself, your values, and your professional desires as you do this.
Researching Companies

• You can often learn about a company's history, read annual reports/reviews, read about their culture, and their strategic plan.
  ❖ **Google** a company or visit [GlassDoor.com](http://GlassDoor.com). You'll find company reviews, ratings, salaries, CEO approval rating, competitors, content providers, and more company information.
  ❖ **Use LinkedIn's** “companies section” as a tool to find company information. Search by keyword or browse industry information. You'll be able to see your connections at the company, new hires, promotions, jobs posted, related companies, and company statistics.

• After your research you should be able to create a list of 10 - 20 “Target Employers” that you will definitely want to interact with at the Career Expo.
What to Wear?

• Conservative, Professional Attire
  ❖ Wear something you feel comfortable in – not too tight or restricting
  ❖ Professional Attire does not equal Clubbing Attire
• Pressed
• Well Groomed
  ❖ Shower, fresh make-up, hair groomed, shave
• If you are questioning whether you should wear something use the “Better Safe than Sorry Rule”, meaning Don’t Wear It!
• More gender specific information can be found @ http://www.ucmo.edu/career/students/interviewing/dress.cfm
30 Second Elevator Pitch

Confidence: Personality, appearance, competencies and overall value proposition

Preparation: Always be ready

Research: Know your audience

Delivery: Concrete, important and actionable

Speed: Cover relevant “highlights”
What's your Digital Image?

• Prior to the Career Fair make sure you are marketing yourself appropriately and professionally.

• All the items listed below say something about who you are and your professionalism. Make sure yours are saying what you want them to.

  ❖ Facebook, LinkedIn
  ❖ Email address
  ❖ Voicemail, Ringtones
  ❖ Google yourself – check what else might be posted on the web about you.
Take to the Expo...

- Good handshake, eye contact and smile
- Several copies of your resume
- Nice portfolio and pen
- Your introduction (mini sales pitch)
- A POSITIVE ATTITUDE
Make the Most of your Expo Experience

- Have a pen/pencil and paper available for notes.
- Bring resumes and a folder or a portfolio to hold your materials.
- Review the list of employers. Plan your strategy for visiting with employers.
- Broaden your focus and include many types of employers. For instance, you may not have considered working for a small employer, but small employers have wonderful opportunities and the ability to offer you a more diverse experience.
Make the Most of your Expo Experience

• Be aware of time demands on employers. Do not monopolize an employer's time.
• Don’t get diverted by the “goodies” offered at the tables.
• Be direct. Introduce yourself. If you are job seeking, state the type of position in which you are interested. If you are gathering information, let employers know that you are only interested in materials and information.
• Ask for employers' business cards for follow-up discussions/correspondence.
What to do when you arrive

• Get in line
  ▶ If you pre-registered through CCN, get in pre-registered line
  ▶ If you did not pre-register get in the non-registered line

• Sign In

• Collect Handouts

• Begin Interacting with Employers
# University of Central Missouri Spring Career Expo

## Employer Participants

<table>
<thead>
<tr>
<th>Employer Name</th>
<th>Row/Table</th>
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<th>Row/Table</th>
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</thead>
<tbody>
<tr>
<td>Absopure Water/Waters of America</td>
<td>5C</td>
<td>Federal Reserve Bank of Kansas City</td>
<td>4A</td>
</tr>
<tr>
<td>CXD - ADP (Automatic Data Processing)</td>
<td>5D</td>
<td>Federated Mutual Insurance Co.</td>
<td>6H</td>
</tr>
<tr>
<td>American National Property &amp; Casualty Co.</td>
<td>5K</td>
<td>Garmin International</td>
<td>40</td>
</tr>
<tr>
<td>APAC-Missouri, Inc.</td>
<td>7A</td>
<td>Garney Companies, Inc.</td>
<td>8N</td>
</tr>
<tr>
<td>Applebee's Services, Inc.</td>
<td>7E</td>
<td>GFI Digital, Inc.</td>
<td>6K</td>
</tr>
<tr>
<td>Associated Electric Cooperative, Inc.</td>
<td>7I</td>
<td>Girl Scouts of NE Kansas &amp; NW Missouri</td>
<td>6L</td>
</tr>
<tr>
<td>Bartlett and Company</td>
<td>7G</td>
<td>Harris Corporation</td>
<td>1N</td>
</tr>
<tr>
<td>Black &amp; Veatch</td>
<td>8A</td>
<td>Henry Wurst, Inc.</td>
<td>3G</td>
</tr>
<tr>
<td>BP</td>
<td>1L&amp;M</td>
<td>HNTB Corporation</td>
<td>4F</td>
</tr>
<tr>
<td>Buckle, Inc.</td>
<td>5B</td>
<td>HUD Office of Inspector General</td>
<td>7K</td>
</tr>
<tr>
<td>Burns &amp; McDonnell Engineering Co., Inc.</td>
<td>1A</td>
<td>Hyatt Regency Crown Center, Kansas City</td>
<td>6A</td>
</tr>
<tr>
<td>Butler Manufacturing Company</td>
<td>7J</td>
<td>Immigration and Customs Enforcement (ICE)</td>
<td>7D</td>
</tr>
<tr>
<td>Camp Fire USA Heartland Council</td>
<td>7L</td>
<td>Inter-State Studio &amp; Publishing Co.</td>
<td>5F</td>
</tr>
<tr>
<td>Capital Electric Construction Co.</td>
<td>8E</td>
<td>J &amp; M Industries, Inc.</td>
<td>1J</td>
</tr>
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</table>
During the Expo

- Introduce yourself and shake hands
- Ask intelligent questions
- Focus on what you can offer
- Be prepared to answer questions about Facebook or other social networking sites. Web presence?
- Distribute resume
  - Make sure it is faced to the employer when you present it
  - Refer to your resume while you talk, to point out key experiences, honors, achievements, etc...
- Ask about follow-ups to the resume
  - Are there other processes? i.e; Do you need to apply online too? Or Do you need to send references?
- Thank everyone you meet
What to learn from employers

- Employment and/or hiring trends.
- Skills necessary for different careers/jobs.
- Current/future openings.
- Salary, benefits, training, and other information about the organization.
- Who to contact for follow-up.
- Are they hosting other recruiting events on campus (information sessions, interview days)? Off campus?
Do Not....

- Take children
- Take food/drink
- Come the last ½ hour of the event
- Skirt the GPA issue
- Ask personal questions of recruiter
- Stand in line to talk to a recruiter
- Wing it
- Ask questions you should have researched
- Ask employer to match your goals/skills with their offerings
What to take away from the Expo

- Business cards from the recruiters you met
- Information about the organizations you contacted
- Better sense of career options
- Self-confidence in interacting with employer representatives
- Understanding of “Next Steps”
What to do after the Expo

- Take notes on conversations you had with the recruiters
- Call recruiters and thank them
- Follow up with written thank you notes
- Follow up on any commitments you made (sending references, transcripts, applying online, etc.)
Day After Career Fair Interviewing

- There are employers who plan to interview candidates the day after a career fair in UCM’s Career Services Office.

- You can find out what employers are interviewing and sign-up ahead of time through your CCN account.

- You MUST be registered with our office to participate in on-campus interviews.

- If you sign up for an on-campus interview you will want to make sure you visit that employer during the Career Fair. Introduce yourself and tell them you are interviewing with them tomorrow and express your interest in their organization.

- For more information on how to prepare for your interview follow this link: http://www.ucmo.edu/career/students/interviewing/tips.cfm
QUESTIONS?

Call Career Services @ 660-543-4985

Remember Our Services:
Appointments for Resume Building & Mock Interviews
Final Draft Resumes Reviewed during “Walk-In Hours”
Monday – Friday 4:00pm to 5:00pm