How to Make a Great First Impression at a Career Fair



Agenda

- Ice Breaker
- Employer Evaluation
- Prepare to Impress
- Create a Game Plan
- Dress to Impress
- Communicate to Impress
- Impress with your Resume
- Create a lasting Impression



Ice Breaker

Practice talking about yourself and really take the time to reflect on your concerns

Activity

- Turn to your neighbour and introduce yourself.
- Then tell each other your biggest job fair concern.





Employer Evaluation Feedback

Of the students that you considered "top candidates," which of the following were most important in setting them apart from others?

35% 30% 25% 20% 15% 10% 5% 0% Knowledge about Company Conversed Comfortably Instel ful Questions Related Internshiplipb Dressed Professionally other

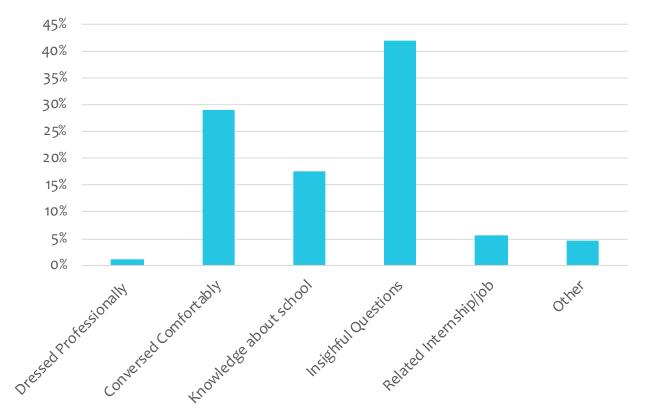
Employer Feedback

Comments

- Retail Experience
- Researching the Company
- Knowledge of the company and interest in the position
- Degree they are pursuing
- Research company
- Interpersonal Skills
- Company Knowledge
- Drive, descriptions of what they do differently

Graduate Admissions Rep Feedback

Of the students that you considered "top candidates," which of the following were most important in setting them apart from others?



Graduate Rep Feedback

<u>Comments</u>

- Clear Interest-Goals
- High GPA
- Level of interest
- Research experience, focus on a particular program/degree
- Has done research in the field of study
- Desire to be in the program
- Able to articulate their needs.

Employer Evaluation Feedback

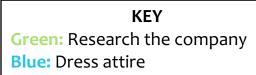
Considering the students that you have seen at today's event, what might help our students become better candidates for your organization?

Finance, Accounting and Business Job Fair

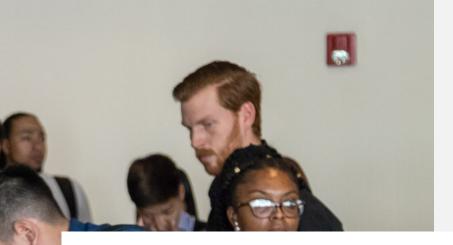
- **Research** the career opportunities we have to offer, starting with Scotlinks
- Have a personal Statement, "I think" they want from a career
- **Research** of the Company, more defined career goals.
- Know more about the companies at the fair
- More research beforehand
- Researching company
- Understanding the opportunities we offer
- Experience
- Be prepared
- Attire- Some students were not professionally dressed. No skateboards, etc., no short skirts
- Specialize/Technical degrees More grad students
- Knowing a little about the company prior to the job fair

STEM Job Fair

- More personal projects
- Students need to **research** company, they need to have a basic understanding of company products
- Working for better project descriptions on resume
- The best candidates had seen our website
- Be professional in appearance
- **Research** for company they are speaking to. Many blindly approached with no research.
- Asking more insightful questions
- More research on company before head
- Know about UCR Career applications portal
- Researching company ahead of time





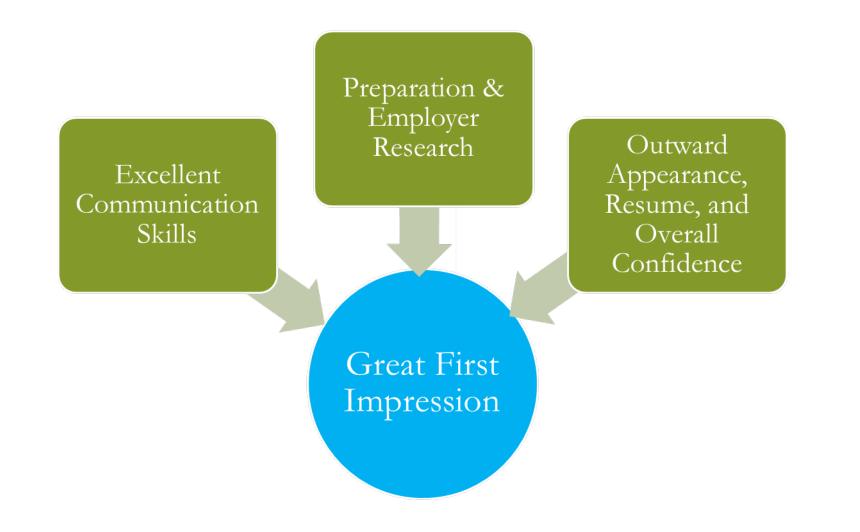


Tiffany

Prepare to Impress

Success is where preparation and opportunity meet





Preparation: Employer Research

Learn who is attending ahead of time and research companies of interest.

- The Career Center UCR Handshake (careers.ucr.edu)
- Research allows you to determine appropriate employers to approach at a job fair.
- You will be better prepared to have a meaningful conversation with the employer and maximize your chances of creating a positive impression!

Focus your company research on the following areas: company background/history, products/services, size, location, and latest news/events.

• Minimally, explore the organization's web page. Your research should allow you to ask engaging questions.

Example:

"....I know that Target is very community service focused and has many causes that you support. I am also active in my community and on campus. Can you tell me about how Target supports employees in this area?"

Leveraging Social Media to Research Employer

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Twitter



CE Retweeted

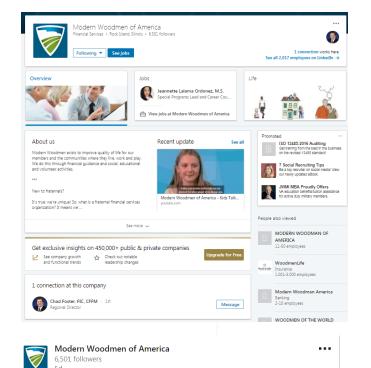


SCE Public Affairs @SCE_PublicAff · 3h Q: How much electricity does @SCE deliver from carbon-free sources? A: 46%, in fact, no coal is used to generate power.

You can find more fun facts about our biz in our 2017 Sustainability Report. on.sce.com/2Nm4j5E



<u>LinkedIn</u>



Two weeks ago, our home office employees packed 450 backpacks with crayons, notebooks, water bottles, motivational cards and more for kids in the Quad Cities –



20 Likes · 1 Comment

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Create a Game Plan

If the plan doesn't work change the plan, but never the goal



TELLO

Prepare: Create a Game Plan

- Create a **"game plan"** to target your top companies.
- Avoid starting with your top companies.
- Use other organizations to practice and get comfortable with the process.
- In determining companies of interest, be open-minded.
 - Do not solely concentrate on "big names" or large organizations.
 - There are often great opportunities with companies with which you are not familiar.





You never get a second chance to make a first impression

Expeditors

Expeditors International of Washington

Expeditors



Dress to Impress: Who would you hire?

- Dress to make a positive first impression
- Conservative, colored suit
- Eye contact and handshake are important

- Be confident, enthusiastic, positive, and polite
- Look polished
- Visit the R' Professional Closet in the Bear's Den across the Scotty Store





Dress to Impress: Business Casual vs Business Professional





Communicate to Impress

Communication – the human connection-is the key to personal and career success



After selecting employers to contact at the career fair, prepare a **30-second synopsis** summarizing your professional background, skills, and interests.

- This will create a smooth start to your conversation.
- Include the following information:
 - Name
 - Class level
 - Major
 - Opportunities you are seeking
 - Relevant experience
 - Highlights of skills and strengths
 - Knowledge of the company

Hello! My name is Sam and I'm working on my Bachelors in Business Administration. I have a great passion for marketing specifically. Last summer I had an internship with a small start up company where I had the opportunity to work on their social media branding. I gained a lot of great skills from this internship and I am looking forward to applying what I have learned in a career position. I noticed on your company's website that you do a lot of work in and I was interested in learning more about that aspect of your business.

Activity

Practice Makes Perfect

HAT M

- Briefly prepare your 30-Second Pitch.
- Introduce yourself to your neighbor and give your

"30-Second Pitch"...

- Give feedback to your partner
- Now switch

Initiating the Conversation with Employers

Examples:

- What kinds of skills and experience do you look for in the employees you hire?
- What are the characteristics of your most successful employees?
- Are graduate degrees important to advancing within your organization? Which ones?
- Which courses or experiences do you suggest to be a successful candidate?
- What kind of entry-level positions (or internships) exist within your organization?
- Does your company hire on a continual basis or just at certain times of the year?
- How long does the hiring process take? What does it consist of?
- What percent of applicants are eventually hired? What is the retention rate?

Continuing the Conversation

- Keep the conversation on a professional level.
- If you are asked, tell the recruiter your cumulative, major and/or quarter grade point average.
- If your GPA is not stellar it may not matter, depending on the employer. Do not attempt to justify or over explain your GPA.





Impress with your Resume

San holes of Schemer, Duniness Administration

Financial Evaluation, Marketing Manag

RELEVANT COURSEWORK

MARKETING EXPERIENCE

Advertising Account Executive

Create and work with

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Raise approv

Prepared briefs, PowerPoint preser

Delivered critical support during p

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Achieved the Warren Buffet Aw

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American Society of Meer

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Young & Adver

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Design advertising campaign

The Highlander Newspaper, UC Riverside

Manage more than 100 clients and

and the second second second

Career

LEADERSHIP EXPERIENCE Housing Department, UC Riverside

Bourns College of Engineering UC Riverside

Represented the College of Engineering in

Provided tours to prospective students, organized

College of Engineering Ambassador

PROFESSIONAL AFFILIATIONS

ONTECTIVE

University of California, Riverside

Performed research and development on Parker's

Pertonnea research and development on Pasigned physical test housings to analyze various Marjah files at Designed physical test housings to analyze various Modified and reprogrammed various Malayze various Reduced data in efforts to determine useful correlatio

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rec. Wheeled Vehicle Design Team Project Collaborated with 5 engineers to design and project Designed and strategically configured the necessary mechanic Collaborated with 5 engineers to design and prove the contigured the necessary mechanic

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Created full scale concept of a self-deploying solar sall with three deploying for testing

Bachelor of California, Assesside Bachelor of Science, Mechanical Engineering

AL ENGINEERING EXPERIEN

EDUCATION

TECHNICAL SKILLS

echanical Engineering Co-op

Software: View

Programp

Opes

Schior Design Project, UC Riverside

Facilitated the personal growth of 550 residents, and addressed various security issues in crisis situaded and enticipated in

Served as the Leadership Advisor to the students and interviewed future resident advisors and participated in training and interviewed future resident advisors as part of a selection of a selection.

Mechanics of Materials courses UC Riverside

Centrifugally Stiffened Solar Sail, NASA

Senior Design Projects UC Riverside Three Wheeled Vehicle Design Team Project Collaborated with 5 envineers to design and t

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ad the International Space Station

September 2014-Jun

5-December 2015

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sandards, and addressed various security issues in crisis situations istuations standards, and addressed various security issues in crisis situations Recruited and interviewed future resident advisors and participated in training of the students and participated in training of the Your resume says a lot about you, it determines whether you will be called in for an interview or not.

The Resume

Resume Transaction

- After generating that initial connection with the employer, you will most likely be asked to provide them with a copy of your resume.
- Some employers will provide you with resume feedback.
- A resume that is **polished and mistakefree**, along with your conversation with the employer, will help you stand out as a candidate.
- Don't be surprised if an employer can not accept your resume.

Resume Tips

- Print your resume on neutral-colored paper that is **professional** in appearance.
- Use black ink.
- Tailored objectives/general objectives.
- Do not include any graphics or pictures on your resume.
- Use a font that is easy to read at a glance.
- Keep resumes in an easily **accessible** location.
 - Also make sure that your resumes are not wrinkled, rained on, or otherwise blemished.
- Be sure to bring plenty of copies



UNCH YOUR CAREE

5C0

Do vou love a Challenge?

6:

32 Dunlap Boulevard, Yucaipa, California 92399

Sorenson Engineering, Inc.

Create a lasting Impression

You never get a second chance to make a first impression

- Bring a **pen and paper**
- Dress in **professional business attire** (i.e., a suit).
- Wear comfortable business-style shoes—lines can become quite long.
- Consolidate the number of items you are carrying.
- Please be aware that you can not leave your backpack inside the facility. The Career Center is not responsible for your belongings.
- Act in a way that is **polite** to everyone with whom you come into contact as soon as you are on the job fair property.
 - Employer representatives are not just located at their booths!
- Remain **calm** while waiting in line. Becoming impatient does not create a positive first impression!
- If you have last minute questions, visit the Career Center table.



Follow-up

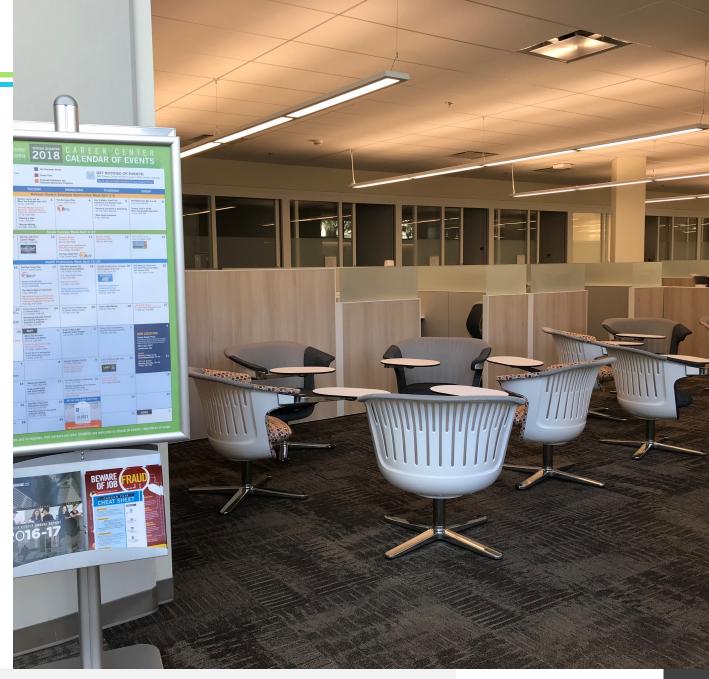
- Within 24 hours
- Send a thank you note or e-mail to each recruiter with whom you met.
- Express your appreciation for the time and advice offered, let the recruiter know that you have completed anything he or she has asked you to do and reiterate your interest in the company.

Undertake next steps

- Apply online
- Sign up for the organizations on-campus interviews (check with the Career Center for this information)

How Can the Career Center Help?

- Come to drop-in hours for a quick resume review.
- Make a career counseling appointment
- Check our google Calendar for employer activity
- Use "Career Shift" located in your UCR Handshake account to research companies and more!







Questions

There is no such thing as a stupid question







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UC RIVERSITY OF CALIFORNIA Career Center

UCRiversideCareerCenter
Image: I

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