

CENTER FOR CREATIVITY & CAREERS

➤➤➤➤➤ *BEYOND THE BUBBLE*



PREPARING FOR A CAREER FAIR / NETWORKING EVENT

Before the event:

1. Review the list of employers that will be represented
2. Do your homework. Research each organization—in regard to products/services, culture, environment, professional opportunities
3. Target top 10 (your goal should not be to visit every company; you're trying to visit the organizations that you are most interested in)
4. Prepare your 'targeted' resume and print copies on resume paper. If needed, schedule an appointment with the Center for Creativity & Careers..Be sure to plan ahead! It takes time to write an effective resume
5. The Center for Creativity & Careers will provide 10 business cards per student. You **must** have a LinkedIn account prior to receiving business cards from C3. E-mail o-career@coe.edu with the following information: name, email, phone number, graduation year, major(s), minor(s), and your LinkedIn URL at least **3 business days before the event**.
6. Develop and practice your 'elevator' speech
7. Plan your outfit. Make sure it is appropriate and clean

During the event:

1. DRESS UP! Think business attire
2. Arrive on-time for the event. Consider 15 minutes prior to the start-time of any event as "on-time".
3. Decide who you are going to 'meet' first (your practice run **should not** be with your top 5)
4. Handshake—eye contact—smile!
5. BREATHE
6. Be sure to meet and introduce yourself to other attendees (good networking practice)
7. Get business cards from employers and other participants—take notes on what you spoke about (*easy tip* – make notes on the back of the business card if there is room)

After the event:

1. Add to your notes—track who you met, dates, times, places, referrals and follow-up
2. Follow up—within 24 hours make sure you individualize each follow-up message, touch on what was unique about your conversation, and thank them for taking the time to speak with you, you may also ask about any contacts that they said they would connect you with, etc.
3. Send a LinkedIn connection request and make sure your request includes how you met and what the 'value' to the contact will be when he/she connects with you.
4. Review how it went—what did and did not go well. How can you improve for the next event?