

## PREPARING FOR A CAREER EVENT

### Before event:

1. Review the list of employers
2. Do your homework. Research organization of interest in regard to products/services, culture, environment, professional opportunities.
3. Prepare resume if possible. Schedule appointment if needed (CALL 319.399.8581). We can print 10 resumes for you in the Center for Creativity and Careers
4. **Business cards work too, especially if you don't have time to create a resume. We can provide 10 business cards per student** – email Megan Goodall at [mgoodall@coe.edu](mailto:mgoodall@coe.edu) with the following information -name, phone, email, graduation month/year, majors, career interests, and LinkedIn URL (optional)
5. Develop and practice your introduction or 'elevator' speech
6. Decide what you are going to wear.
  - a. Business Casual = Bottoms: khakis, skirts, dress pants, nice/dark jeans are ok. Tops: button down shirt/tie optional, polo, nice blouse/sweater
  - b. Business – Bottoms: dress/suit pants, skirt. Tops: shirt/tie, suit jacket if you have one, nice blouse/sweater, jacket if you have one

### During event:

1. Dress to impress.
2. It's best to arrive during the early part of the event.
3. Decide who you are going to 'meet' first (
4. Handshake – eye contact – smile!
5. BREATHE slowly
6. Be sure to meet, introduce yourself to other attendees (good networking practice)
7. Get business cards (employers, participants)– write notes

### After the event:

1. Make notes – track who you meet, dates, times, places, referrals/ and follow-up.
2. Follow up – within 24 hours
3. Review how it went – what went well and what did not.



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