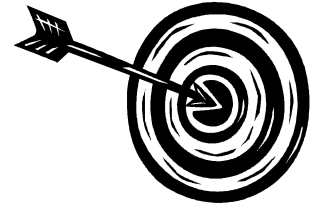


2009 Career Fair Tips

Before the Career Fair—Plan Ahead!

- Identify and create a target list of companies you want to speak with based on your career goals. Prioritize your list by level of interest:
 - A = strong interest, definitely visit
 - B = some interest, will probably visit
 - C = visit if there is time
- Research your “A” and “B” companies. Use Wetfeet, Vault and the company web site to learn more about the company. Use HireSmith to see the types of jobs they have posted in the past.
- Prepare and practice your 60 second commercial (see below).
- Bring plenty of copies of your resume to share with employers.



During the Career Fair—Make the Most of Your Time!



- Schedule enough time at the fair to give yourself enough time to talk to all of your target companies.
- Review the floor plan to identify where your target companies are located. Determine a plan of action.
- Approach one of your “B” or “C” companies first to practice speaking to employers prior to approaching your “A” companies.
- Manage your time wisely. If there is a long line at one table, move on to the next and return later.
- First impressions count! Use a firm handshake, make eye contact, and speak confidently.
- Introduce yourself using your 60 second commercial and start asking questions.
- Ask for a business card at the end of the conversation so you can follow-up. Use the student lounge to take or review notes.

After the Career Fair—Follow Up!

- Take notes about the companies you visited and the people you spoke with. Think about what worked well when talking to employers and where you could improve.
- Send a thank you note to all of your target companies representatives right away. Try to mention something specific about the conversation you had.



Your 60 Second Commercial

The 60 second commercial or “elevator speech” is your introduction to someone at a professional networking event such as a career fair. Here’s what should be covered in those 60 seconds:

- Who you are (name, year, major)
- What you’re searching for
- Career interests or relevant work experience
- Why you’re interested in their company
- A leading question about the company or position

Example:

“Hi. My name is Carrie Jones. I’m a senior LTSCM major at Smith and am currently looking for a full-time position. I was happy to hear that Black & Decker was going to be here today because I’m very interested in your Supply Chain Management program. I know you’re looking for strong leaders. I have a wealth of leadership experiences that I can bring to the table. As Vice President of Recruitment for my sorority I was able to increase membership by 200% in two years. Can you tell me a little more about the management program?”

Guidelines for Professional Dress

Tips for Men

Suits: The best colors for suits are navy, medium blue, tan, gray and black. Avoid brown suits as they can look cheap.

Shirt: A solid white or pale blue shirt are the best choices with a suit. Avoid bright colors and patterns when wearing a suit and tie. Collars should be straight or spread for a more formal look. Button down collars can be used for a less conservative look. Cuffs should be snug, allowing for a watch to be worn. The shirtsleeve should fall a half an inch below the suit sleeve.

Ties: A tie is a man's most important accessory and can show personality. It should enhance your outfit, not overpower it. Ties should fall to the middle of your belt buckle. Most patterns are acceptable. Avoid novelty patterns and very bright colors.

Socks: Socks should be worn over the calf and should also match the suit (i.e., navy socks with navy suit). A nylon or thin cotton sock is best.

Shoes: Shoes should be black, cordovan or dark brown. Black shoes are for gray or navy suits; brown shoes are for tan or suits. Cordovan can go with various suit colors. The color should never be lighter than the trouser. Polished leather is the only material appropriate for business.

Belt: The belt should match the color of your shoes.

Jewelry: Watches can be gold, silver, or a good imitation with a leather watchband. Avoid thick digital sports watches. Do not wear earrings, nose rings, necklaces or bracelets.

Other: A professional appearance includes being clean shaven and maintaining well-manicured nails. Do not wear heavy cologne, earrings or studs.

Note: *Students who are dressed inappropriately will be denied access to the career fair.*

Tips for Women

Suits: Dark colored (navy, black, gray) suits provide the most professional appearance. While beige is acceptable, dark suits are more commonly worn in business settings. The jacket and bottom (either skirt or pants) should match in color and material. Skirts should fall just under the knee. Pants should fall right below the ankle.

Blouse: Tops can be almost any fabric as long as it is tailored and the color is lighter than the suit. Subtle stripes are okay. Avoid prints or loud colors. The collar should be folded down to lay on top of the suit jacket. Sleeveless silk or acrylic-blend shells without a collar (worn underneath a jacket) are also a nice option when the weather is warm.

Hosiery: Wear hosiery close to your own skin tone at all times, including extremely hot weather. To appear taller, use a monochromatic look matching hosiery to your hemline and shoes.

Shoes: Shoes should be comfortable and made of leather. Avoid open-toed shoes, overly high heels or flats. A small, one or two-inch heel provides the most polished look. Shoes should match your hemline or be darker. Never wear flip-flops!

Belt: If wearing pants or a skirt with a belt loop, your belt should match the color of your shoes.

Accessories: All accessories and jewelry should be conservative and bring attention to the face. Avoid distracting or overly dressy earrings. Watches can be gold, silver, or a good imitation with a leather watchband. Avoid thick digital sports watches.

Other: A good quality suit is an investment in your professional image. Make sure it fits well. Tailor it if needed. Tight or revealing clothing is never appropriate. Hair should be worn away from the face and styled conservatively. Make-up should enhance your features and used in moderation. Nails should be neatly manicured (short, with clear polish). Do not wear perfume, nose rings, facial piercings or other ornamentation that could be distracting to a potential employer.

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