

# Maximizing Your Time at a Career Fair

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# Why attend a career fair?

- To learn more about internship and full-time opportunities for computer science majors. You can begin attending career fairs as early as fall semester of your freshman year.
- As part of a job or internship search
- To network with recruiters and develop a relationship with targeted employers
- To practice your “elevator pitch” and practice your interviewing skills
- To learn about employers interested in your education and skillset



# An “Elevator Pitch”?

**Yes, an elevator pitch**

**A 10 – 20 second introduction of yourself, including your name, your major, what information you are looking for, and perhaps why you stopped at this employer’s table**



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# Preparation is Key to Being Successful

- Employers say that many of the students they see at career fairs don't do the preparation necessary to take full advantage of the opportunity career fairs provide.
- The GOOD NEWS is that if you prepare to talk with the employers of interest to you, you will stand out in a positive way from all other students...So, prepare before you go!



# How to Prepare: Before the Event

- Learn which companies are coming to UA Career Days
- Select or “target” employers of greatest interest to you
- Select a few employers of less interest, but ones you want to know a bit more about; these will be the ones you visit first
- Spend about 10 minutes researching each company. Try searching the company website, business news articles, websites such as glassdoor <http://www.glassdoor.com/index.htm> , Hoovers, and Vault
- Make sure you have your resumé prepared and appropriate for each employer



# UA Career Services

<http://www.career.arizona.edu/events>

 THE UNIVERSITY OF ARIZONA®

[UA Campus Map](#) [UA Calendar/Events](#) [UA Phonebook](#) [UA Search](#)

## Career Services

LOG IN

STUDENT

EMPLOYER

ALUMNI

PARENT

CAMPUS

RESOURCES

DATA

EVENTS

JOB LINK

POST JOB

WEB STORE



Events

### CURRENT EVENTS



Aero/Engineering Trek



Employment Fair

Whether it's one of our spectacular [Career Fairs](#), a [Panel/Mixer Networking Session](#) or employer [Information Sessions](#), there's always something going on at Career Services.

# Career Services

LOG IN



- STUDENT
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[Events](#) → UA Fall Career Days

## UA Fall Career Days



### BIGGEST UA CAREER FAIR ALL YEAR: FALL CAREER DAYS

- **September 29 & 30, 2015**
- Student Union Memorial Center Ballroom
- 11am to 4pm, Tuesday and Wednesday
- [Click here for list of employers currently attending](#)

#### Who should attend?

- Alumni
- Graduating students looking for full-time positions
- Continuing students looking for internships
- Freshmen gathering information

### EMPLOYERS

[Registration Information](#) for UA Fall Career Days.

### WHO'S COMING?

Includes majors being recruited, days recruiters are attending and employer profiles!

- View the list of [this year's attendees](#)

# What you can find out about who is coming

First Time Attendee?

Job Type

MBA Recruiting

Desired Academic Areas

Items 1-20 of 54

SHOW  per page Page

Organization Name ^	First Time Attendee? ^	Job Type	Paid Internships ^	Unpaid Internships ^	Full Time Positions ^	MBA Recruiting ^	Desired Academic Areas	Position Types	Days Attending
<a href="#">Allstate</a>	yes	Technical Positions	3	0	5	no	Computer Science, Engineering (Electrical & Computer), Engineering (Physics), Mathematics	Internships / Co-ops, Full-Time	Day 1: Tuesday, September 29 / Booth/Table: 1206 Day 2: Wednesday, September 30 / Booth/Table: 1206
<a href="#">American Express</a>	no	Technical Positions	54	0	27	no	Computer Science	Internships / Co-ops, Full-Time, Summer	Day 1: Tuesday, September 29 / Booth/Table: 804
<a href="#">Arizona Public Service (APS)/ Palo Verde Nuclear Generating Station (PV)</a>	no	Technical Positions, Non-technical Positions	50	0	10	yes	Business (Accounting), Business (Economics), Business (Entrepreneurship), Business, Business (Finance), Business (Marketing), Business (MIS), Business (Operations/Supply Chain), Communication & Related, Computer Science, Engineering (Civil), Engineering (Electrical & Computer), Engineering (Mechanical)	Internships / Co-ops, Full-Time, Summer	Day 1: Tuesday, September 29 / Booth/Table: 1007/1008 Day 2: Wednesday, September 30 /

# How to Prepare: At the Career Fair

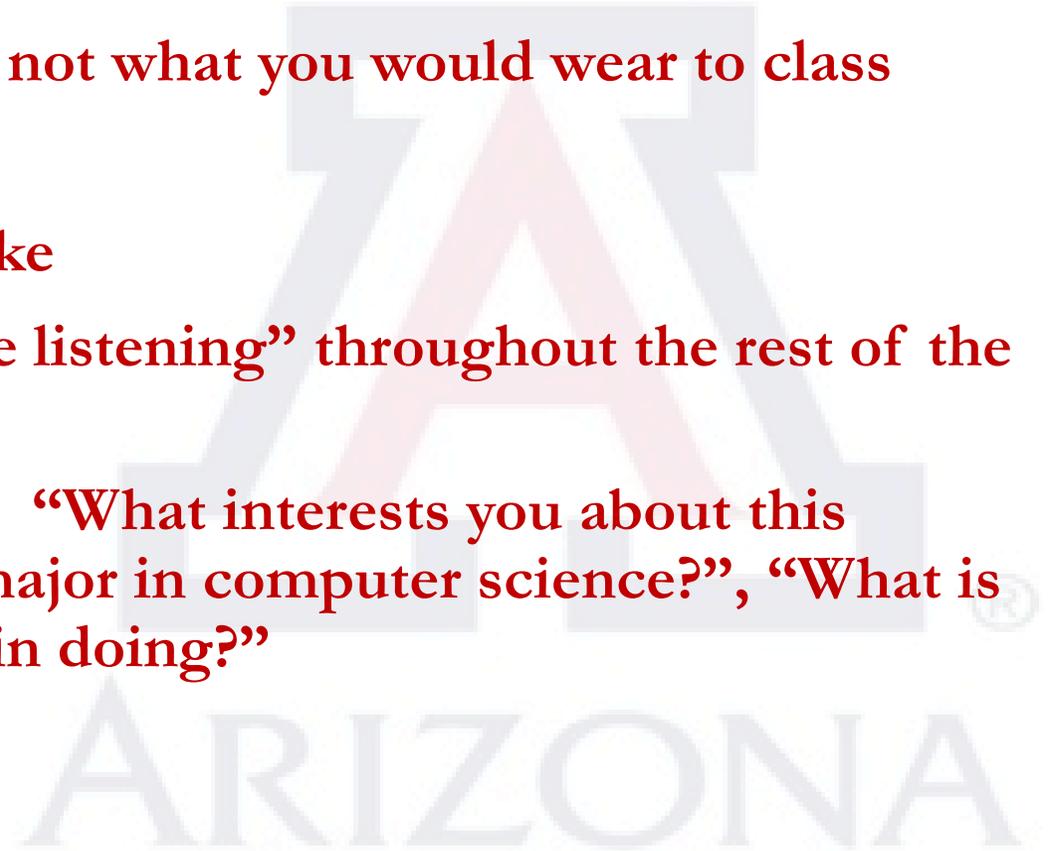
- Arrive at the beginning of the event, or as early as possible, and walk around to find the location of those employers of interest
- Prepare one or two questions you'd like to ask each employer
- Approach one or two of the employers of lesser interest first to practice your elevator pitch and questions, and become more comfortable with the process. Once you've done that, go to the employers of greatest interest
- Have copies of your resumé for each employer, and expect to be told that you will need to apply on line



# Their First Impression Is Important

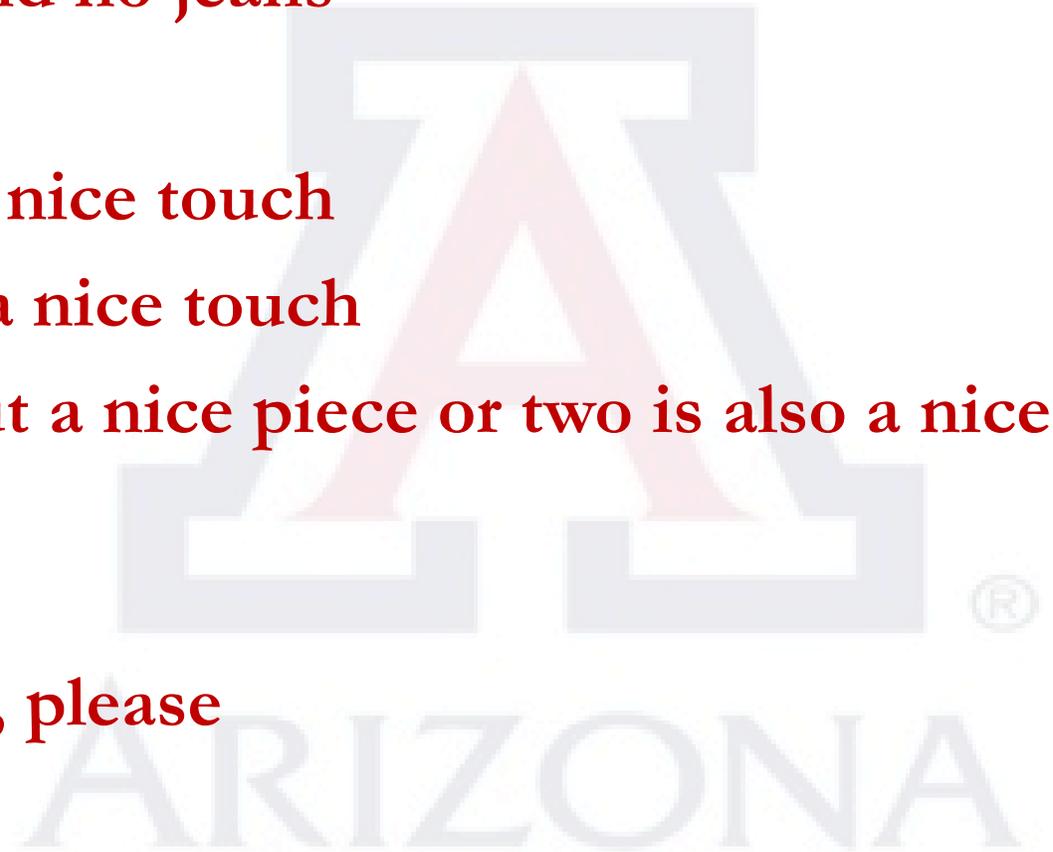
First impressions are formed in 5 seconds or less...SO

- Dress nicely...business casual at least, not what you would wear to class
- Establish eye contact quickly
- Give the representative a firm handshake
- Give your elevator pitch and use “active listening” throughout the rest of the conversation
- Have answers to simple questions like: “What interests you about this company?”, “What prompted you to major in computer science?”, “What is your GPA?”, “What are you interested in doing?”
- **SMILE**



# Business Casual is???

- Button down shirt or nice blouse
- Dress slacks or skirt, no shorts and no jeans
- Leather shoes, not sneakers
- Blazer or jacket is optional, but a nice touch
- Tie for men is optional, but also a nice touch
- Jewelry is optional for women, but a nice piece or two is also a nice touch
- No colognes or perfumes
- Only one or two rings per person, please



# What Happens Next?

- Ask your one or two questions
- Say something like “Thank you for talking with me and coming to UA. The information you shared will help me.”
- If the company and or opportunities are of interest to you, ask for the representative’s business card. If they don’t have a business card, ask for their work email address so you can send a “thank you” message.
- Your interaction with each representative should take only about 2 or three minutes. Do not take much more of the representative’s time than that... *UNLESS...*



# Follow Up

- Make a quick note about your interaction with each employer after each meeting so you can refer to those notes for your “thank you” email, to help you remember the organizations that interested you most, and the name of the representative you spoke with at the career fair
- Email a quick (two or three sentence) thank you email to each representative you talked with at the career fair. Make sure you restate your interest in that employer’s opportunities
- Attach another copy of your resumé to your thank you note
- Apply on the company website for any position or internship if it is of interest to you



# Tips

- Collect business cards, use the back for quick notes.
- Take time to make notes after speaking with each representative.
- Travel around the event by yourself, not in groups. Networking and meeting representatives is always best done alone.
- Be professional at all times. The person you meet in the parking lot, elevator, or restroom could be a representative you will speak with later.
- If there is no one at the table from your area of interest ask for a contact name and email for someone you can contact.
- Keep track of who has your resumé.
  - SMILE and say “Thank You!”



# Interviews Anyone?

- If the employer is conducting interviews while they are at UA, you might be asked to interview the next day or the day after.
- It is more likely that you may get asked to interview sometime in the upcoming two weeks or in up to one month.
- If you get a phone call or email from a phone number or email you don't recognize, take the call or read the email.
- Consider creating a separate email address just for employers, and check it at least once every day.



And Finally

**QUESTIONS?**



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