



How to Navigate Career Expos

Why do students go to career expos?

- Explore career options
- Gather information about employers and careers
- Get job/internship leads

Why do employers go to career expos?

- Attract and hire top notch candidates
- Advertise opportunities to prospective students
- Promote awareness about their organization

TO PREPARE FOR THE CAREER EXPO

- Prepare your résumé, have it reviewed by Career Services, and make several copies of the final version on résumé paper.
- Determine which organizations are attending.
- Have a “game plan”—make a list of employers to visit in order of importance to you; consider visiting your lower priority organizations first to gain confidence before meeting with your top priority.
- Do not limit yourself to employers who you feel “fit” your major or industry preference; many employers hire for a number of positions that cross disciplines—for example, the non-profit organization that is seeking accountants or the accounting firm who is seeking Marketing or English majors to develop and edit print materials.
- Prepare a “30-60 second commercial.”
 - Introduce yourself (name, major, why you are talking to the organization).
 - Demonstrate what you know about the organization (research early).
 - Express interest in the organization and their opportunities and explain why you are interested.
 - Briefly describe what you have to offer; skills, leadership experiences, athletics, volunteer work and internships.
- Prepare questions to ask employers to show that you have thought of your career interests and goals.
 - “I saw on the Career Services’ website that you have opportunities in your marketing department. Can you tell me more about the job duties of a marketing analyst?”
 - “What skills are most important for your Analyst position?”
 - “I have tailored my studies by combining my Sport Management courses with my business courses to better prepare for a career in sports marketing. Can you tell me more about possible sports marketing opportunities with your organization?”
- Professional attire is appropriate. Dress as if for an interview.
 - Men: shirt, tie and preferably suit or sports coat.
 - Women: dress, pant suit, or skirt suit.
- Act professionally and demonstrate confidence.
 - Speak clearly and concisely and answer questions readily.
 - Be open and honest; show enthusiasm and interest.
 - Do not just go to get free giveaways!

FOLLOW-UP

- Ask for a business card or contact name.
- Inquire about the best method for following up with an organization.
- It is important to TAKE INITIATIVE and FOLLOW-UP with recruiters through phone calls, e-mails and letters — do not wait for them to contact you if you are interested in the opportunities.