Master Your Future: Marketing Yourself at a Career Fair

IBM Corporation, University Recruitment
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Employers Want People With……..

- Communication skills
- Leadership skills
- Teamwork skills
- Problem Solvers
- Innovators
- Drive/Passion
- Adaptability
- Interpersonal skills
- Strong work ethic
The Career Fair
Purpose of a Career Fair

- Job Search
- Networking
- Development
  - Personal
  - Professional
Preparation

- Get a list of the companies attending and make your own list of companies you want to see
- Strategy:
  - scan all companies
  - see a few companies
- Do your research: know something about what the company representatives are hiring for
- Prepare your resume
- Practice your approach and closing
- Rehearse answers to common questions
- Spend several hours and be prepared to set up an interview
  - bring your calendar
The One Minute Pre-Screen.....

- University

- GPA
- Major
- Experience

- Geographic Preference
- Willing to Travel
- Work Authorization
General Tips

- How to dress?
- Be enthusiastic.
- Distinguish yourself.
- Ask thoughtful questions.
- Have your resume ready.

Also…..
- Show up early.
- Shut off cell phone.
- Hand shake?
- Maintain eye contact.
- Speak clearly.
- Respect personal space.
- Be honest.
- Be specific about the job you want.
- Giveaways…..
Sample Questions to ask:

- Qualities of successful individuals who have done this job before?
- Expectations for this position?
- Improvements and changes you would like to see made in your area/business?
- Roadmap for your company/organization in the next 5 years?
- Organization’s primary/most valued clients?
- Training opportunities are available?
- Company culture?
The Closing

Understand the next steps……

- What is the campus presence/interview process?
- Let the company know you are interested in them.
- Keep the network alive: You must follow up with them.
Some thoughts about Networking
Networking: Selling Yourself

What is Networking?

- .... the art of building alliances

- .... an opportunity to make connections, build relationships and help yourself and others in the networking group succeed

- ....to make others aware of your job search and career interest

- .... a great way to learn
  - consider new career options,
  - explore a specific field or industry,
  - gain insights on business issues,

- .... to discover opportunities

- ....to grow professionally
Networking: Selling Yourself
Where to Network?

- Campus career events
  - Presentations
  - Career Fairs
  - Campus Interviews
  - Mock Interviews
  - Resume Critiquing
- Contests/Poster Sessions
- Clubs and Organizations
- Alumni
- Mentors
- Social Networking sites
- Coop/Intern events
Networking: Selling Yourself

HOW TO APPLY

- Seek companies on campus
- Submit resumes through company sites: http://www.ibm.com/start
- Apply to on-campus job postings
- Use alternate channels to extend your reach