Master Your Future: Marketing Yourself at a Career Fair

IBM Corporation, University Recruitment
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Topics for Discussion

- Career Fair
- Networking
- Interviewing
Employers Want People With……..

- Communication skills
- Teamwork skills
- Leadership skills

- Problem Solvers
- Innovators

- Passion
- Adaptability
- Interpersonal skills
- Strong work ethic
The Career Fair
Purpose of a Career Fair

- Networking
- Job Search
- Development
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…..
The Closing

- Understand what the next steps are.
- What is their campus presence/interview process?
- Let the company know you are interested in them.
- Keep the network alive: You must follow up with them.
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 explore new career options,
- ....to learn more about a specific field or industry,
- ....to gather insights from peers on business issues,
- ....to grow professionally
- ....to promote yourself
- ....to discover opportunities
Networking: Selling Yourself
Where to Network?

- **Coop/Intern events**
- **Campus career events**
  - Presentations
  - Career Fairs
  - Campus Interviews
  - Mock Interviews
  - Resume Critiquing
- Social Networking sites
- Contests
- Informational Interviews
- Clubs and Organizations
- School Alumni
- Mentors
Networking: Selling Yourself
How to Build a Successful Network?

1. Define The Field
2. Build A File
3. Make Your Pitch
4. Practice, Practice
5. Return the Favor
6. Say Thanks
7. Stay in Touch
Networking Tips

- Seek to expand your own network by tapping into other's networks
- Never directly ask individuals in your network for a job
- Stay as organized as possible
- Expect rejection but don't let it stop you
- Always send a sincere thank-you letter within 48 hours of contact
Interviewing
Interviewing: Selling Yourself

DO….

- Research and Rehearse!!!
- Dress appropriately
- Arrive on time
- Do a GREAT introduction
- Have a firm handshake
- Maintain eye contact
- Stay focused
- Think from interviewer’s perspective
- Treat people you meet with courtesy and expect the same in return
- Speak confidently of your accomplishments
- Speak positively of a current/past employer, manager or colleague
- Evaluate the interviewer/organization to match with your goals
- If you want the job…. say so!
- Thank your interviewer for the opportunity and their time
Remember, Rehearse

- Communication skills
- Teamwork skills
- Leadership skills

- Problem Solvers
- Innovators

- Passion
- Adaptability
- Interpersonal skills
- Strong work ethic
Interviewing: Selling Yourself

DO....

▪ Use **adjectives** that can describe your abilities and qualifications
  Examples: Resourceful, Motivated, Leader, Responsible, Patient, Reliable, Dependable, etc.,

▪ Use **action verbs** to describe your achievements
  Examples: Accomplished, Achieved, Completed, Composed, Conceptualized, Defined, etc.,
Interviewing: Selling Yourself
Be prepared for:

- “….Your experience with a team”
  - What did the team do?
  - Were you successful or not? Why?
  - What was your role?
  - How did you help facilitate?
Interviewing: Selling Yourself

The “STAR” method

- S: Describe the situation
- T: Describe the task required
- A: Describe the action you took
- R: Describe the result
Interviewing: Selling Yourself

Be prepared for:

- “Tell me about yourself”
  - Use your elevator speech
  - Brief summary of accomplishments
  - Take the opportunity to introduce your values
  - Keep it job relevant

- “….Your greatest strength?”
  - Relevant to the job
  - Back up assertions with concrete/compelling evidence

- “….Your greatest weakness?”
  - Present strengths as weaknesses
  - Cite a corrected weakness
  - Cite a lapsed skill
  - Cite an unrelated skill
Interviewing: Selling Yourself

Sample Questions to ask:

- What are the qualities of successful individuals who have done this job before?
- What are your expectations for this position?
- What improvements and changes would you like to see made in your area/business?
- Where do you see your company/organization going in the next 5 years?
- Who are the organization’s primary clients? What clients would I be working with?
- What training opportunities are available?
Interviewing: Selling Yourself

Transportation Logistics

- GPS: Obtain maps/directions to the site
- GPS: Research alternate routes
- Visit the site the day before the interview
- Leave early just in case there is traffic
- Arrive 10 minutes early
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
- Find alternate channels