

The background of the slide features a large, faint watermark of the University of California Riverside seal. The seal is circular and contains the text 'UNIVERSITY OF CALIFORNIA' at the top and 'RIVERSIDE' at the bottom. In the center, there is a star above a book, with a banner below it that reads 'EUREKA'.

THE CAREER CENTER

CAREERS.UCR.EDU • 951.827.3631

How To Work A Career Fair Room

#SUCCESSHASNOLIMIT

DID YOU KNOW?



If you plan to pursue full time employment when you graduate, you should **begin your job search in fall of your senior year.**



Many employers **extend full time offers** to June graduates **by late fall.**

Most employers finish hiring all of their **summer interns** by **February or March.**



#SUCCESSHASNOLIMIT

Successful Alumni



VIDEO

Ice Breaker



- Think about your biggest job fair concern and...

Consider:

How you might alleviate your concern?

Feel more in control of the situation?

Ok Let's Share!

What are your goals?



Network to build contacts/practice



Gather information to explore careers



Identify employers with jobs/internships in your field



Not sure

Preparation Before The Fair



- Look on www.careers.ucr.edu to review the list of employers attending the fair.
- Research employers by visiting company websites.
- Prepare a list of questions to ask employers.
 - Gain confidence by practicing your questions out loud
- Develop a strong resume with help from the career center.

Resume Tips



- Print your resume on neutral-colored paper that is **professional** in appearance.
- Use black ink.
- Tailored objectives/general objectives.
- Do not include any graphics or pictures on your resume.
- Use a font that is easy to read at a glance.
- Keep resumes in an easily **accessible** location.
 - Also make sure that your resumes are not wrinkled, rained on, or otherwise blemished.
- Be sure to **bring plenty of copies.**

Career Fair Game Plan Prep



Identify items that you want to carry to the event

- Resumes, portfolio or folder, bag for company literature/materials, and a pen.

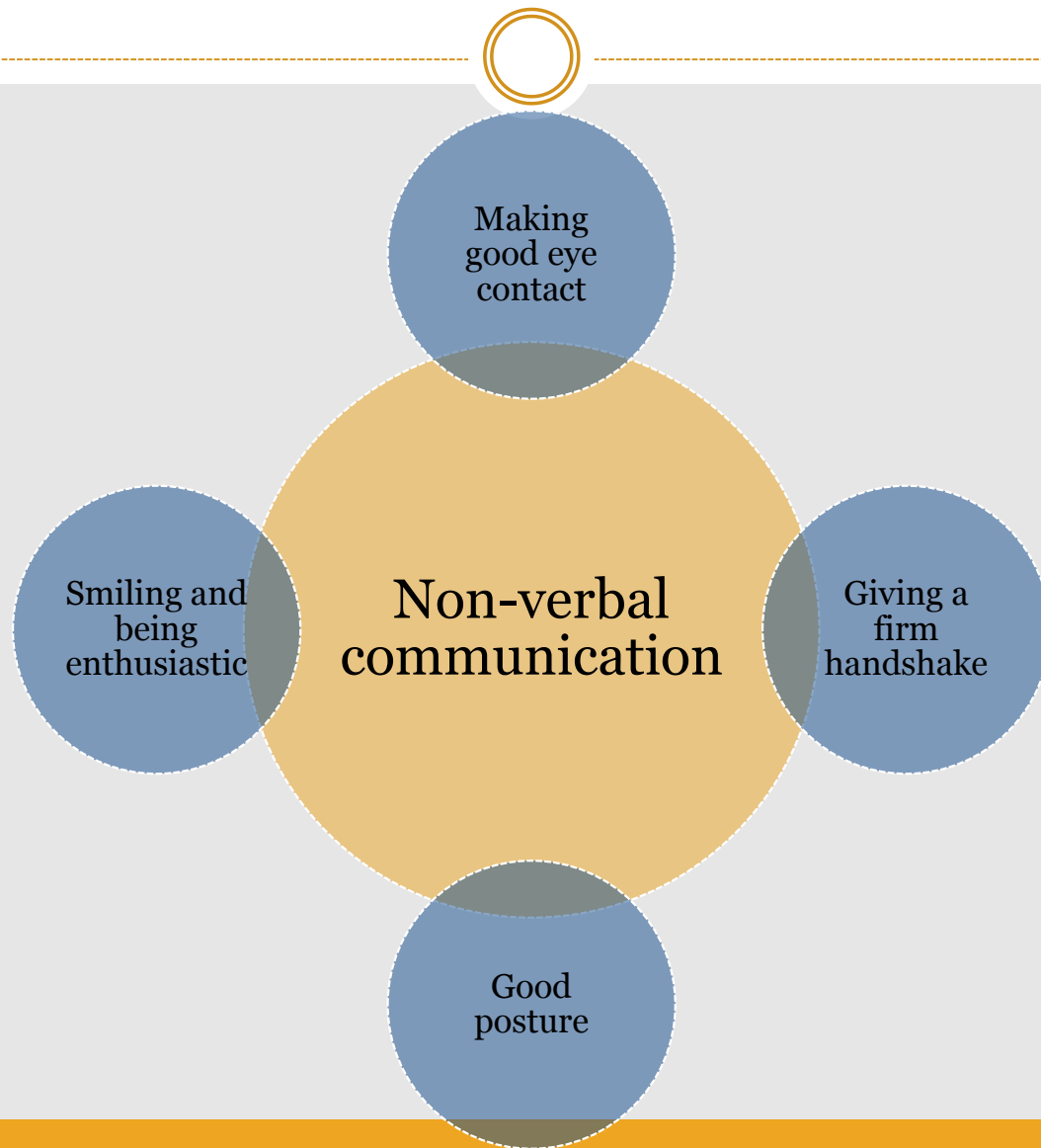
Identify your targets

- Use your research to rank the organizations in order of your interest to determine which organizations to visit in what order at the fair. This will help you make the best use of your time.

Dress to Impress



Communication Skills: Non-Verbal



The Handshake



THE PERFECT HANDSHAKE



$$PH = \sqrt{(e^2 + ve^2)(d^2) + (cg + dr)^2 + \sqrt{[(4-cs+2)(4-cs-2)]^2 + (vi + t + te)^2 + [(4-cs+2)(4-edu-2)]^2}}$$

(e) is eye contact (1=none; 5=direct) 5; (ve) is verbal greeting (1=totally inappropriate; 5=totally appropriate) 5; (d) is Duchenne smile - smiling in eyes and mouth, plus asymmetry on both sides of face, and slower offset (1=totally non-Duchenne smile (false smile); 5=totally Duchenne) 5; (cg) completeness of grip (1=very incomplete; 5=full) 5; (dr) is dryness of hand (1=damp; 5=dry) 4; (s) is strength (1=weak; 5=strong) 3; (p) is position of hand (1=back towards own body; 5=other person's bodily zone) 3; (vi) is vigour (1=too low/too high; 5=mid) 3; (t) is temperature of hands (1=too cold/too hot; 5=mid) 3; (te) is texture of hands (5=mid; 1=too rough/too smooth) 3; (c) is control (1=low; 5=high) 3; (edu) is duration (1=brief; 5=long) 3



Communication Skills: Verbal



- Initiate a conversation with an employer by making eye contact, introducing yourself and shaking hands.
- Give your 30 second synopsis about your strengths and interest in the company. Be articulate and confident.
- Offer the employer your resume when it feels most appropriate:
 1. At the start of the conversation
 2. When asked for it
 3. When you are discussing a particular experience listed on your resume
 4. At the close of the conversation

Initiating the Conversation with Employers



- Preparing a **30-second synopsis** consists of summarizing your professional background, skills, and interests.
 - This will create a smooth start to your conversation.
 - Include the following information: name, status (junior, senior, alumni), school, major, opportunities you are seeking, relevant experience, highlights of skills and strengths, and knowledge of the company.

30 Second Synopsis Example



Hello! My name is Jonathan and I'm working on my Bachelors in Business Administration. I have a great passion for marketing specifically. Last summer I had an internship with a small start up company where I had the opportunity to build their social media branding. I gained a lot of great skills from this internship and I am looking forward to applying what I have learned in a career position.

I noticed on your company's website that you do a lot of work in _____ and I was interested in learning more about that aspect of your business.

Let's Practice



- Get out a sheet of paper and prepare your 30 Second Synopsis
- Introduce yourself to your neighbor and give your “30 Second Synopsis...”
- Give feedback to your partner
- Now switch

Navigating the Fair: The Stage



Navigating the Fair



People behind the tables

- Recruiters who attend these events are NOT hiring managers, they usually work in Personnel/Human Resources.
- Your appearance and attitude will also help the recruiter determine if you will fit in with the team/company.

How we Recruit Employers to Participate in Job Fairs

- Cold calling, e-mails, LinkedIn, Relationships etc,.
- Some employers may decide not to invest because: students have declined offers, They already have a set of schools they would like to recruit at, students don't apply via ScotJobs and etc,.

Navigating the Fair



Walk-Around Technique

1. When you first arrive, walk around the job fair to get a good feel for the layout and where each employer is located. Decide who you want to speak with and in what order.
2. If you are not familiar with a particular company, pick up some literature, job openings, etc. Stand back and listen to the recruiter. Ask yourself two questions:
“Is this something I’m interested in?” and “Am I able to show that I am qualified for the position(s) they are offering? If your answer is “yes”, then stand in line and read over the company materials.

Navigating the Fair



Personality Matching Technique

- Be aware of the voice (tempo and pitch).
- Physical characteristics (facial expressions and posture).
- The recruiters are the faces and personalities of the company and are looking for candidates like themselves to represent the company mission, values, etc.

Navigating the Fair



Negotiate

- If you see a company that you really want to work for, but they are not hiring for your field or area of interest....what can you do?
 - Approach the recruiter and ask: “Who should I contact in your company for a position in my field (ie. Computer programming)?
 - You **MUST** get their name and phone number to follow up if they forward your resume to another department in the company.

Mini-Interview



- The mini-interview takes place at the table and lasts only 5-10 minutes.
- Pre-screening.
- In advance, prepare a 30 second synopsis.
- Know your resume!

Mini-Interview Continued



- Convince them you are a good fit with the company's needs (this is why you do research prior to the fair).
- Ask for a business card after the interview.
- Ask about next steps in the hiring process and take notes about recruiter comment and/or instructions.

Before You Leave



- Go back to the companies you really want to work for and wait until the recruiter is free, then thank him/her/them for their time.
- They may be reviewing 50-100 resumes, and it is best if they can remember your name and face over the other candidates!

The lasting impression is very important for future contact!!

After the Fair



- Follow up soon after the fair
 - Send a thank you note or e-mail to each recruiter with whom you met.
 - Express your appreciation for the time and advice offered, let the recruiter know that you have completed anything he or she has asked you to do and reiterate your interest in the company.
- Undertake next steps
 - Apply online
 - Sign up for the organizations on-campus interviews (check with the Career Center for this information)



Why?

- *75-80% of jobs are found through the hidden marketplace*
- *HR recruiters are using LinkedIn to reduce recruitment costs*

Linked



- Create a profile
- Use new student-focused sections
- Maintain current & complete content
- Upload your resume
- Attend a LinkedIn 101 workshop

UCR Career Center LinkedIn Photo Booth



Visit our photo booth at the fair to take a professional picture for your LinkedIn profile



How can the Career Center help?



- Come to drop-in hours for a quick resume review
- Use “mock interview” a web based tool that provides web cam mock interviews. Available through your SCOTLink account
- Look at organizations visiting the career center for On Campus Interviews (Call the career center for more information)
- Use “Career Shift” located in your SCOTLink account to research companies and more!

Good Luck!!!



ANY QUESTIONS????

Where Can You Find Us?



Veitch Student Center

**Materials
Science
& Engineering**

**Bourns
College of
Engineering**

HUB

**Career
Center!**



Drop-Ins
M-Th\ : 10am-3pm
F: 10am-12pm
Appointments:
951-827-3631

GET CONNECTED

GET CONNECTED. Be in the know, keep up to date with the latest happenings and join discussions with alumni, company and career professionals. No spam, just career info you want, when you want it.

#SUCCESSHASNOLIMIT



JOIN OUR FAN PAGE:
"UC RIVERSIDE CAREER CENTER"

LINK IN TO OUR GROUP:
"UCR CAREER CENTER"



FOLLOW US:
UCRCAREERCENTER



WATCH OUR VIDEOS:
"UCRCAREERCENTER"



FOLLOW US:
"UCRCAREERCENTER"

FOLLOW US:
"UCRCAREERCENTER"

