

CA GENERAL ASSEMBLY

SHOWCASE SHOWDOWN



Update your about-me repo to have:

- 1.) What you did before GA, What kind of support you'd like from Outcomes, Your Day 1 Goals, Two Truths and a Lie**
- 2.) Link to your LinkedIn Profile**
- 3.) What kind of company you'd like to work for (i.e. Agency, Startup, etc)**
- 4.) What kind of role you're leaning towards (i.e. Frontend, Backend, etc)**
- 5.) PDF of your Resume (keep this up to date!)**
- 6.) Link to your Portfolio Site**

WHAT IS THE SHOWCASE AGAIN?

- On **Tuesday, June 13th**, we'll be having our Developer Showcase in the 3rd floor lounge. This is your opportunity to show off all of your project work and personal branding.
- It will be set up more or less like a science fair, with each graduate having a booth on which they can display their materials.
- There will be a practice Showcase on **Friday, June 2nd**, with GA staff only. This will give you a chance to set up your space and have a dry run.

Why are we doing this again?

- To connect you with working professionals and potential employers

WHO'S COMING TO THE SHOWCASE?

There will be two distinct categories of people:

- Potential employers coming to look for new talent
- Industry professionals that are curious about GA, GA students, and are looking for more professional connections

What companies are on the invite list?

- Stack Overflow
- CA Technologies (formerly Rally Software)
- Shutterstock
- Sendgrid
- City and County of Denver
- Western Union
- Gyro
- Craftsby

Are all those places hiring?

- Under the right circumstances, **every** company is hiring
- Remember that the tech industry moves in very unconventional ways, and that simply getting an intro with someone at this event might not produce anything for weeks, months, or years
- While we hope that some of you are able to get jobs out of this event, the primary goal is **exposure**. In the span of two hours, you will have the opportunity to make contacts at a dozen or more companies.

WHAT DO THE ATTENDEES WANT TO SEE?

What you made

- School projects and side projects
- Your portfolio, branding efforts like cards, and resume
- Any other collateral that feels significant

What you learned

- Be prepared to discuss your education here and what you studied
- What has interested you the most? What would you like to pursue further?
- Find the line between self-aggrandizing and self-deprecating - be honest about your skill level, but not overly critical.

Where you're going

- What do you want to do next? What kind of company are you looking for?
- Even if the person you're talking to isn't hiring or doesn't represent a good fit, they may know someone who does.
- Knowing where you want to go not only helps give you direction, it shows whoever you're talking to that you're motivated and forward-thinking.

**SO WHAT DOES THAT
LOOK LIKE?**

You will have:

- A table
- An internet connection
- A few outlets
- Your imagination







HOW TO PREPARE: MATERIALS

Basics:

- Your Laptop, with your website/projects pulled up
- All necessary power cords
- Resume
- Business cards

Personal:

- Dress nice (one level up from the job you want)
- Bring a water bottle and some snacks

Nice Touch:

- Set dressings - tablecloths, laptop stands, keyboards, etc
- Presentation enhancements - posterboards, framed projects, etc
- Bait - Candy, stickers, pens, etc

Next level:

- Fog Machine
- Ghetto Blaster
- Dance Crew
- Celebrity Appearance

HOW TO PREPARE: MENTAL

Basics:

- Have your elevator pitch down
- Know what you've done, and where you want to go with it
- Don't panic, they think they're imposters too



ACTIVITY:

ELEVATOR PITCH TO BECCA!

You will have on a few minutes to prepare!

- Becca will come to your station and strike up a conversation
- Use your time to pitch yourself, show off your work, and hand out materials
- Try to collect her card or contact info so you can follow up
- We'll discuss what worked well and what didn't

Q&A

ACTIVITY:

DEV SKILL CHARTS

Andy Showa recently wrote,

"I used to work with a very smart guy who when interviewing junior web developers, used to draw a spider diagram with each of the spikes being different layers of web development; UX, HTML, CSS, JavaScript, backend scripting language, and SQL. When the young developers were asked to grade themselves out of 10 for each of the skill areas, most went for a good spread, but a rather high spread. It seemed nobody wanted to exceed an 8, or drop below a 5 in any of the layers. [...] **We got a feel that everyone was an all-round web developer.**"

SKILLS

3D Studio Max



Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Photography

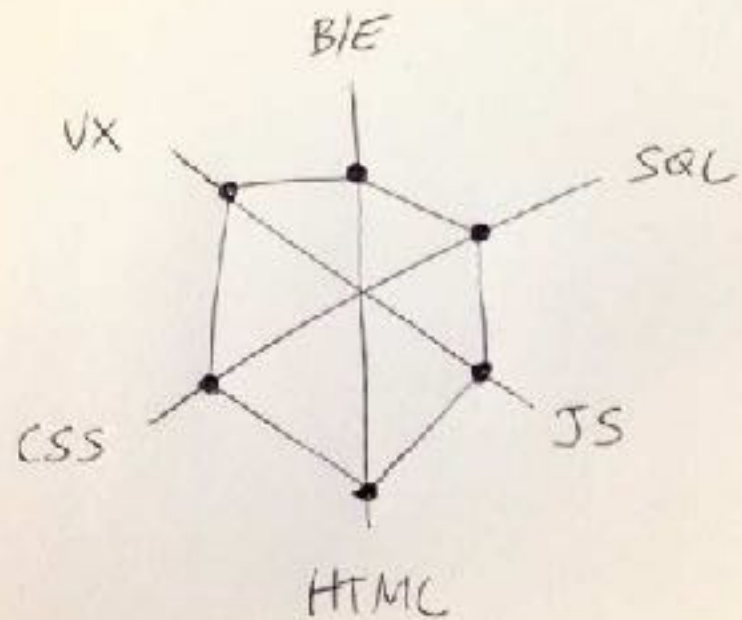


Creativity

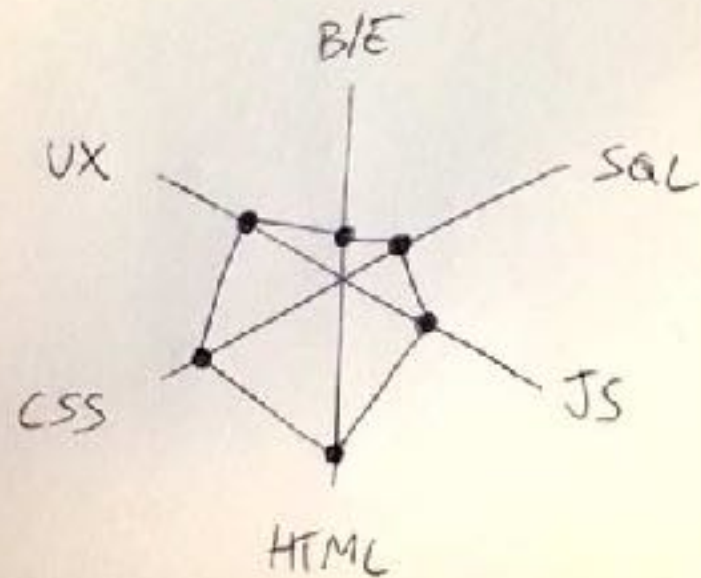


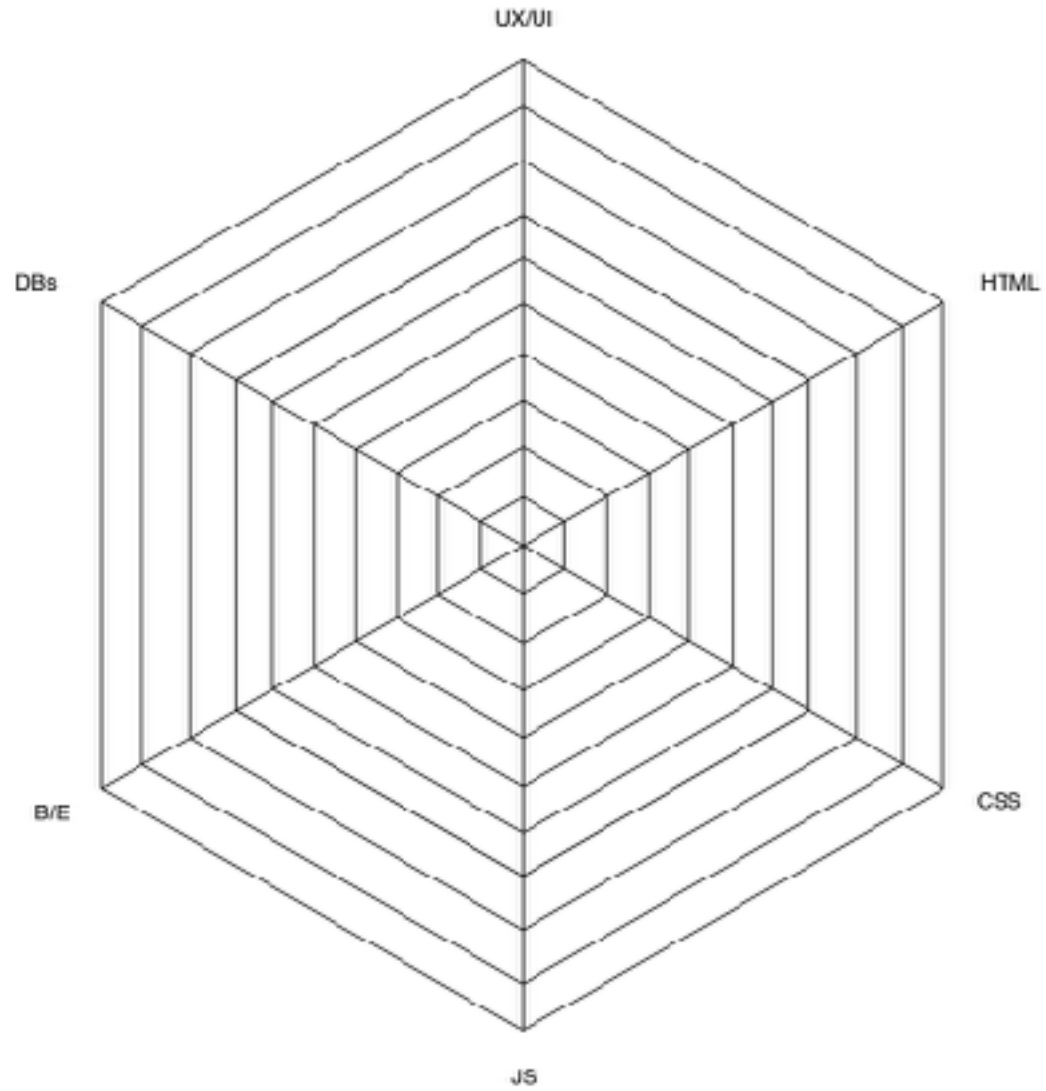
"... On the second iteration the interviewees were given a maximum of **30 points to distribute as they pleased**. After some frowning, [...] we saw a lot more skewed graphs. The 7-5 well-spread ratings turned into more skewed 8-2's. It seemed when faced with the harsh reality of admitting what they were really good at, they delivered, giving themselves 8's in their favoured areas and 2's in others. If the candidates really believed in their initial relative spread, we would see the same weighting in the second round, but instead we saw front-end and back-end developers emerge from the crowd."

UNLIMITED POINTS !!!

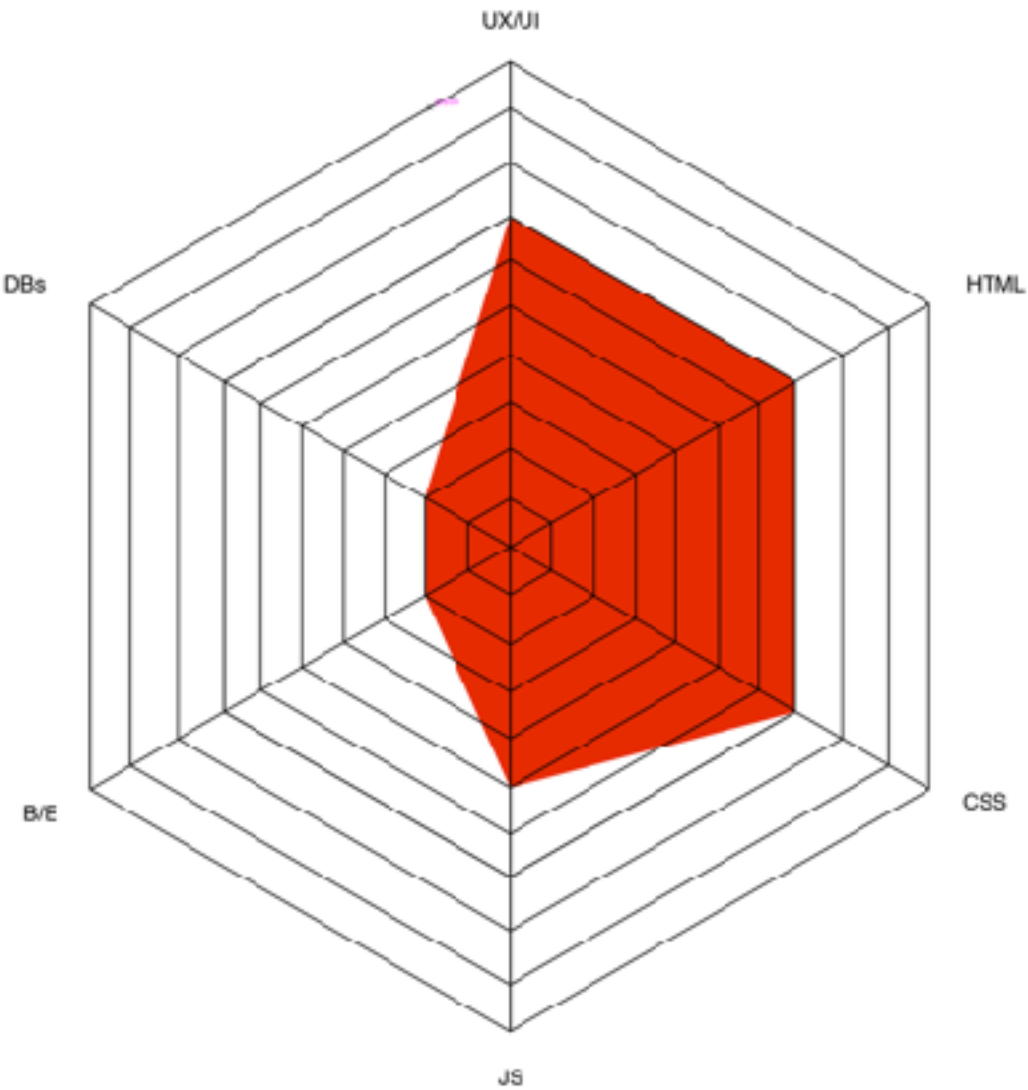


LIMITED POINTS

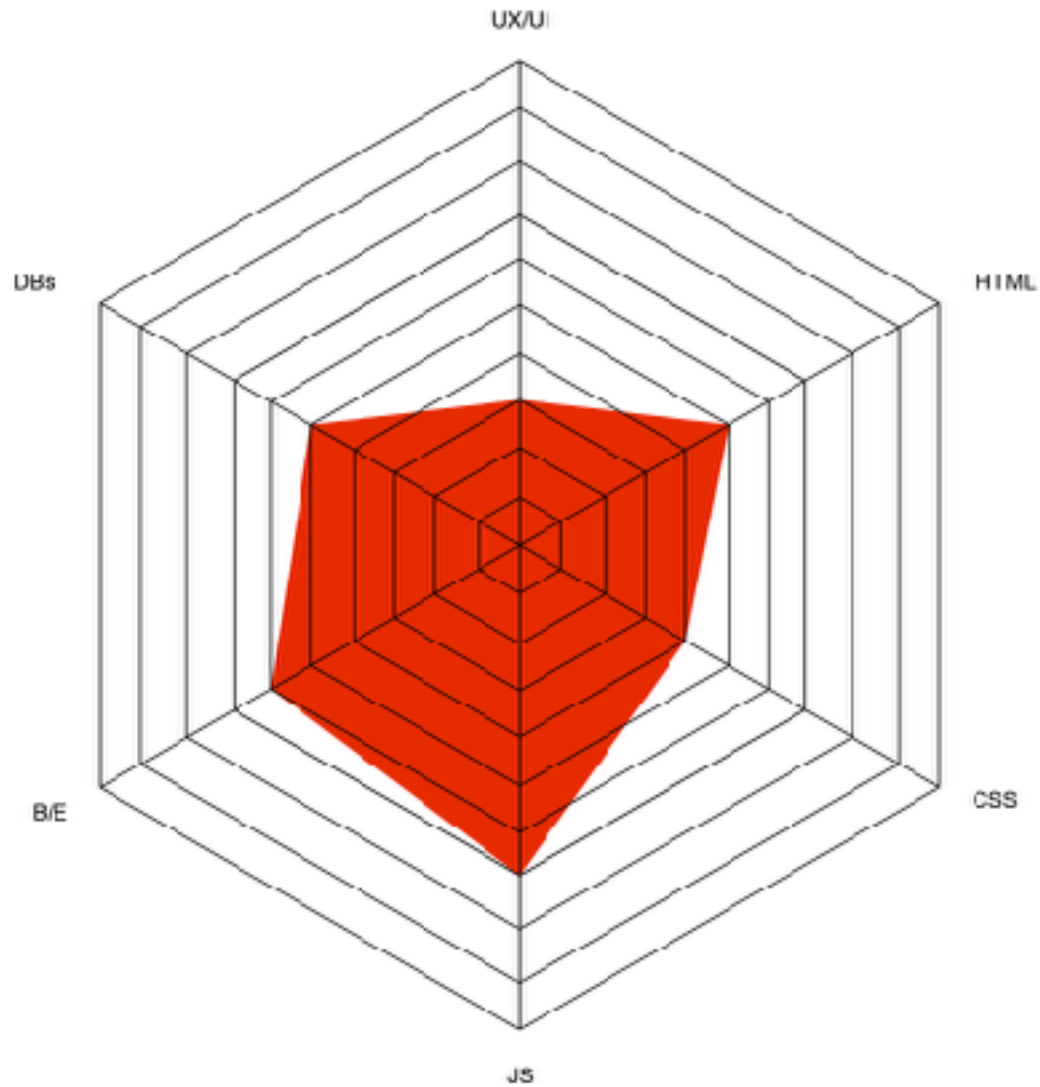




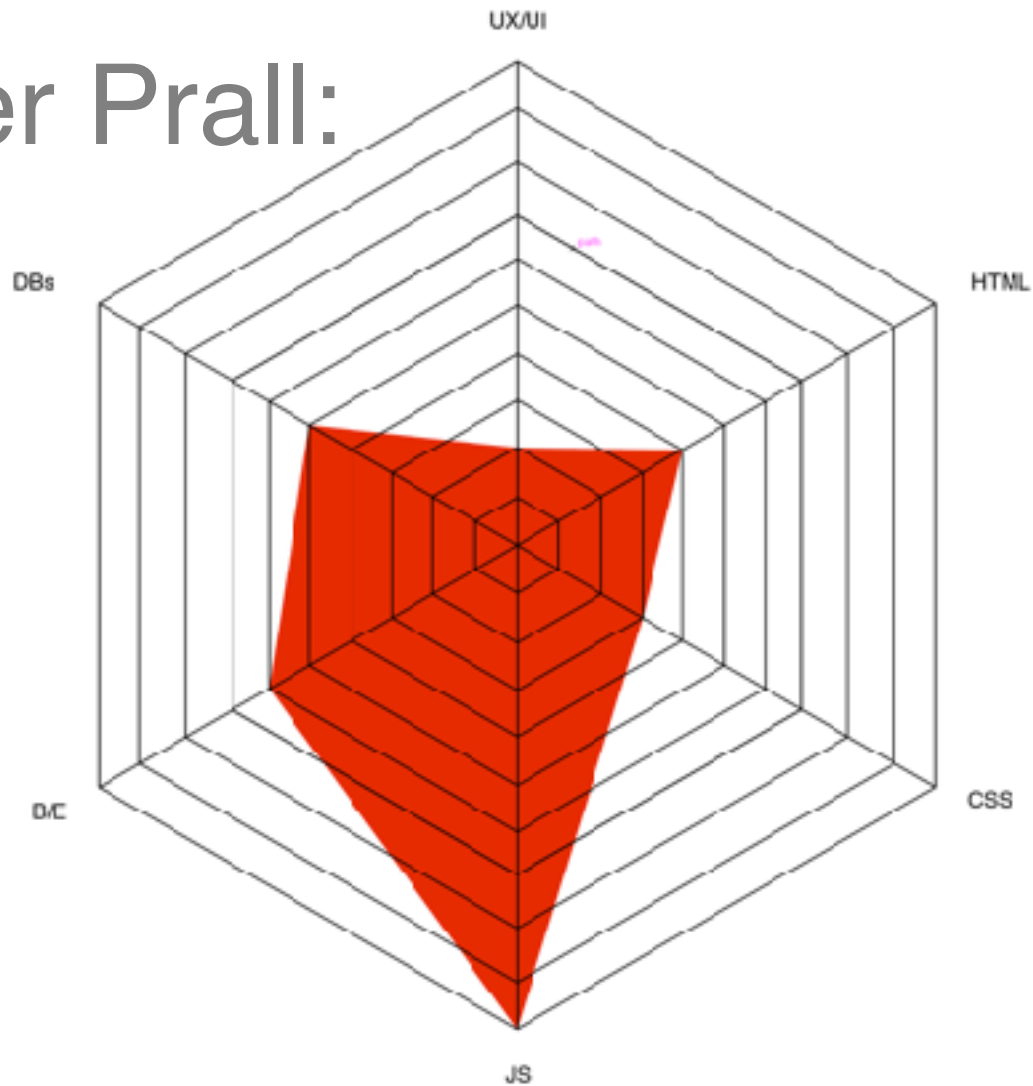
Nick:



Zeb:



Chandler Prall:



FINAL OUTCOMES ASSIGNMENTS

☐ About-me:

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☐ Non-About-Me:

- ☐ Attended 2 networking events
- ☐ Have a 1:1 with me or Becca

THE END!