

The background of the slide features a large, faint watermark of the University of California seal. The seal is circular, with the words "UNIVERSITY OF CALIFORNIA" around the top and "1868" at the bottom. In the center is a shield with a book, a star, and a sunburst.

THE CAREER CENTER

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How To Make A Great First Impression at a Career Fair

#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.**



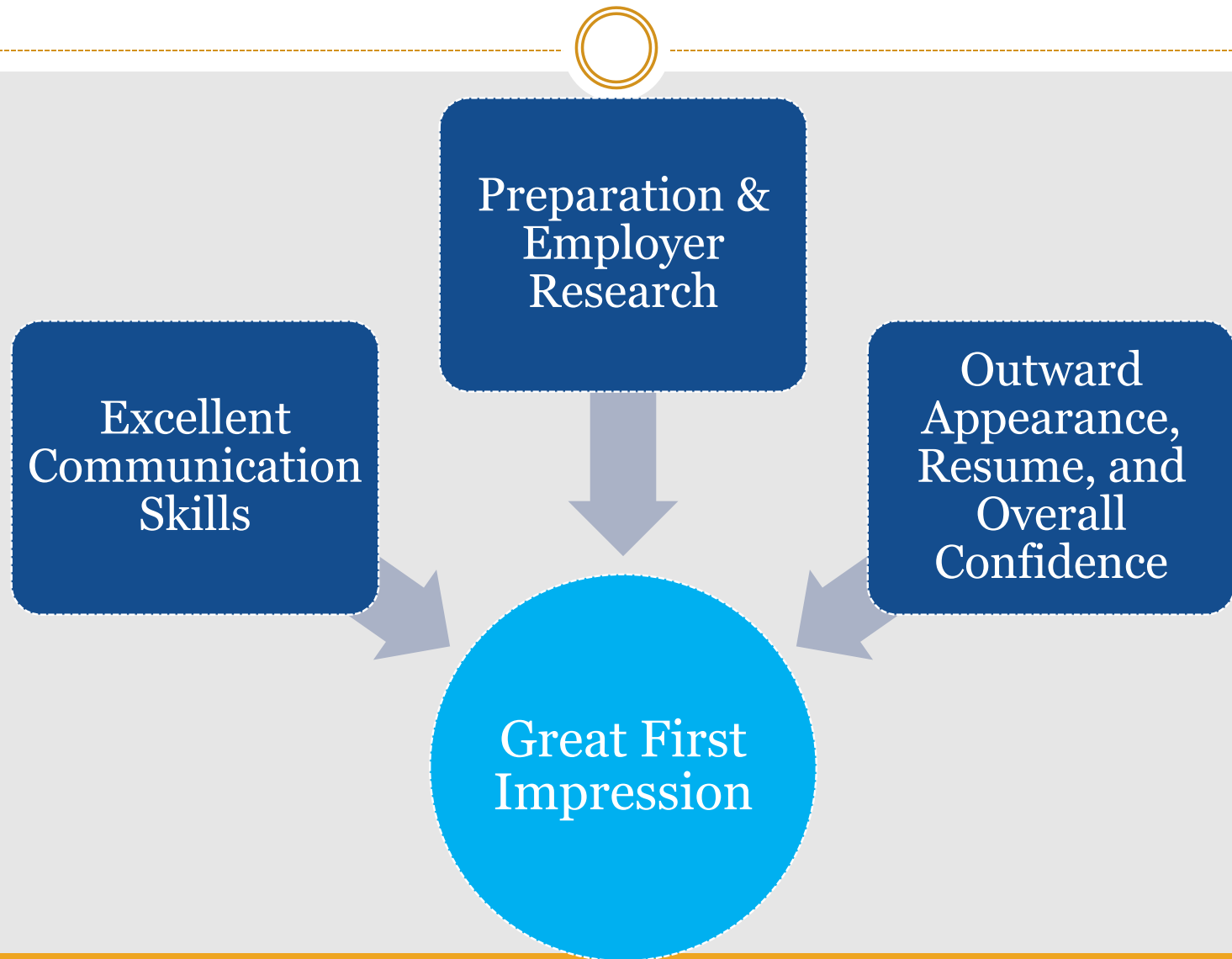
Many employers **extend full time offers** to June graduates **by late fall.**

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



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Career Fairs: First Impressions



Preparation: Employer Research



Learn who is attending ahead of time and **research companies** of interest.

- The Career Center - SCOTLink
- Research allows you to determine appropriate employers to approach at a job fair.
- You will be better prepared to have a meaningful conversation with the employer and maximize your chances of creating a positive impression!

Preparation: Employer Research



- **Focus** your company research on the following areas: company background/history, products/services, size, location, and latest news/events.
 - Minimally, explore the organization's web page. Your research should allow you to ask engaging questions.

Example:

“....I know that Target is very community service focused and has many causes that you support. I am also active in my community and on campus. Can you tell me about how Target supports employees in this area?”

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1,184 TWEETS 3,336 FOLLOWING 6,354 FOLLOWERS

Tweets

Target Careers @TargetCareers 2h

What's happening in #retail for 2013? bit.ly/Va5pCo

View summary

Target Careers @TargetCareers 20h

Actors aren't the only ones winning awards! Check out some of the awards Target has been honored to receive: bit.ly/10sGAXD

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Target Careers @TargetCareers 11 Jan

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1 first-degree connection

674 second-degree connections

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CAREERS

Interested in Target?

Learn about our company and culture.

5 jobs posted

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PRODUCTS

Let Target know you'd like to see their products.

RECENT UPDATES

Target What's happening in retail in 2013? <http://bit.ly/Syndcg>

What's Trending in the Retail Industry in 2013

adage.com · Shoppable media As mobile adoption and video consumption soars, retailers are looking for ways to get in on the action. "Shoppable media," meaning video or print vehicles that encourage customers to immediately purchase products using various...

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Paula Inacio, Nina Chan, and 16 others like this

**RESEARCH
with
Social Media**

Preparation: Employer Research



- Create a “**game plan**” to target your top companies.
- Avoid starting with your top companies.
 - Use other organizations to practice and get comfortable with the process.
- In determining companies of interest, be open-minded
 - Do not solely concentrate on “big names” or large organizations.
 - There are often great opportunities with companies with which you are not familiar.

Dress to Impress: Who would you hire?



Not impressed



Impressed

- Dress to make a positive first impression
- Conservative, colored suit
- Eye Contact and Handshake are important
- Be confident, enthusiastic, positive, and polite

**What impression
do you want to
make?**



The Handshake



THE PERFECT HANDSHAKE



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

(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 symmetry 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; (du) is duration (1=brief; 5=long) 3

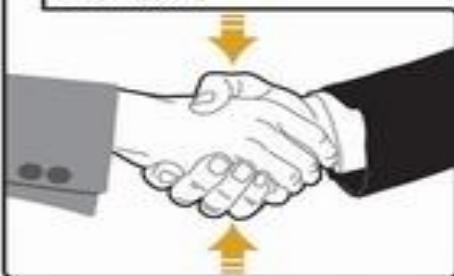
1 RIGHT HAND



2 DRY PALM



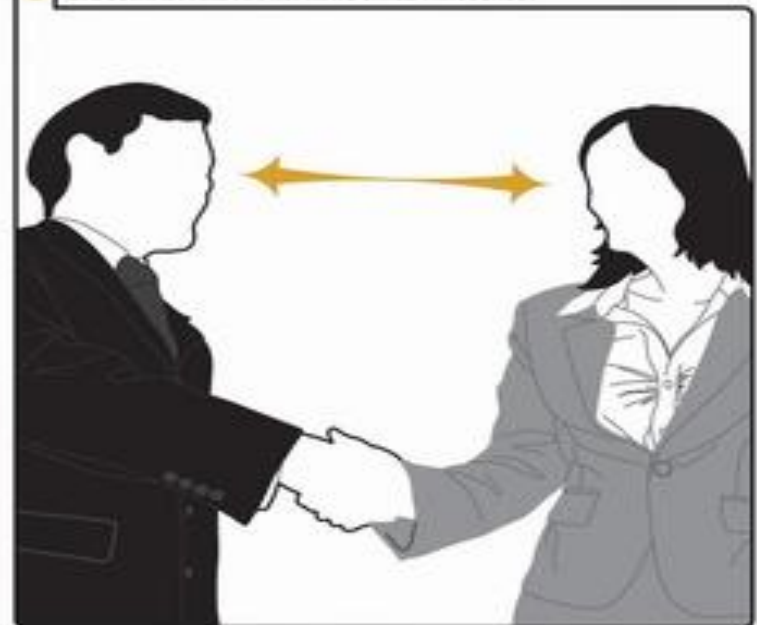
3 STRONG GRIP WITH FINGERS UNDER RECEIVING PALM



4 THREE TO FOUR VIGOROUS SHAKES FOR TWO TO THREE SECONDS



5 EYE CONTACT AND APPROPRIATE SMILE THROUGHOUT



Initiating the Conversation with Employers



- After selecting employers to contact at the career fair, prepare a **30-second synopsis** 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 work on 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.

Activity



- Briefly prepare your 30 Second Synopsis.
- Introduce yourself to your neighbor and give your
“30 Second Synopsis”...
- Give feedback to your partner
- Now switch

Continuing the Conversation



- Keep the conversation on a professional level.
- If you are asked, tell the recruiter your cumulative, major and/or semester grade point average.
 - If your GPA is not stellar it may not matter, depending on the employer. Do not attempt to justify or over explain your GPA.



The Resume Transaction



- After generating that initial connection with the employer, you will most likely be asked to provide them with a copy of your resume.
- A resume that is **polished and mistake-free**, along with your conversation with the employer, will help you stand out as a candidate.



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**.

Things to Remember



- Bring a **pen and paper**
- Dress in **professional business attire** (i.e., a suit).
 - Wear comfortable business-style shoes—lines can become quite long.
- Consolidate the number of items you are carrying.
- Act in a way that is **polite** to everyone with whom you come into contact as soon as you are on the job fair property.
 - Employer representatives are not just located at their booths!
- Remain **calm** while waiting in line. Becoming impatient does not create a positive first impression!

After the Fair



- Follow up
 - Within 24 hours
 - 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)

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.
- Use “Career Shift” located in your SCOTLink account to research companies and more!



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



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.

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